

November • 1959

Friendly approach
puts promotion across

Tips on keeping
motors in condition

De luxe sideline for
prestige plus profit

National CLEANER AND DYER

First in The Drycleaning Industry Since 1910

A REUBEN H. DONNELLEY PUBLICATION

Shoe repair is profitable to both route salesman and management of Fox Valley Cleaners, St. Charles, Illinois — see page 72



*dust and lint in your solvent
can clog filter screens*

—use

HYFLO

—it protects screens,
keeps pressures low

A proper precoat of HYFLO* will prevent dust, lint and all other insoluble impurities from clogging your filter screen or cloth. This simplifies cleaning later. And by adding HYFLO regularly, you prevent rapid pressure build-ups, and get clean solvent for many loads.

J-M HYFLO, the original high speed filter powder, removes all insoluble soil but never active detergent. Solvent remains clean longer, assuring you of fresh, odor-free garments. HYFLO makes solvent recovery almost automatic and works with every type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of HYFLO for over 30 years. For the name of your nearest HYFLO dealer, write Johns-Manville, Box 14, New York 16, New York. In Canada, Port Credit, Ontario.

*Trade Mark Reg. U. S. Pat. Off.

**The complete filter powder
service for drycleaners:**

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.



Johns-Manville HYFLO



THE FILTER POWDER FOR CHARGED SYSTEM CLEANING



NEW water repellent

**BUCKEYE
RAIN-DRY**

APPLIES EASILY!

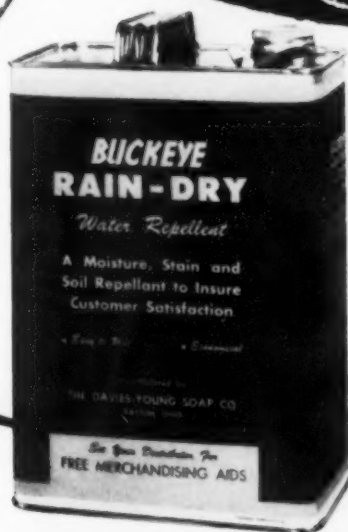
PROVES PROFITABLE AND
ECONOMICAL TO USE!

ASSURES COMPLETE CUSTOMER
SATISFACTION!

PRODUCES FASTER FINISHING!

Dry Cleaners with an eye to *increased volume* find Buckeye Rain-Dry a must! Without additional time or labor you can give your customers' garments an absolutely perfect protective finish against moisture and soil! Try this easy-to-use liquid, water repellent, and see for yourself the expert results!

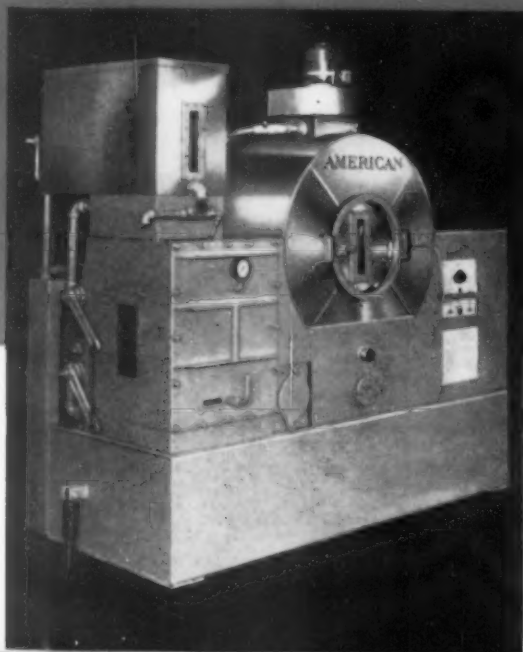
See your distributor for
FREE
**BUTTON TAGS
& WINDOW BANNERS**



SYMBOL OF QUALITY

DAVIES-YOUNG

American's
new
Lexington 30



you get more from

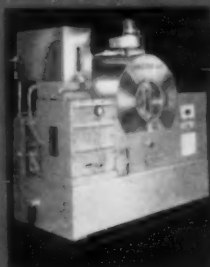
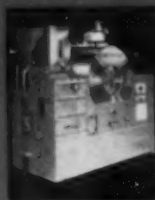


occupies

less area

than

a press!



unbelievably low priced!

Volume of work increasing . . .
available floor space fast disappearing?

You'll find the Lexington 30, American's new 30-lb. synthetic cleaning unit, is the perfect answer to this frustrating situation. A complete single bath cleaning system in one low-cost, space-saving machine! Washer-Extractor, solvent tank, filter, muck accumulator and still are all incorporated in a single, compact unit that fits easily into a 3 x 6 1/2 ft. area.

Completely automatic controls, spring mounting, stainless steel cylinder, tub and still body, and many other deluxe features are also included in this revolutionary design.

Find out today how the new American Lexington 30 will give you the greatest production per square foot of floor space . . . at the lowest possible cost! Call your local American dealer, or mail the coupon for complete information.

A★★★★★ American

November, 1959

American Cleaners Equipment Company
Division of The American Laundry Machinery Company
Cincinnati 12, Ohio

ACE-8

Please send complete information on the new Lexington 30.

Name

Care of

Address

City Zone State

NEW DISCOVERY

for Petroleum and Perchlorethylene systems

Thousands of operators have discovered a way to reduce re-runs by 95% . . . and save a ton of money in time and bother.

The answer is Pacemaker® for petroleum systems and Pace-Perk® for perchlorethylene. Keep the money you've been throwing away on expensive re-runs. Get garments clean the first time. Use Caled Pacemaker® or Pace-Perk®.

These profit-making Caled Charge Soaps give garments that sparkling, wonderfully clean look and feel. Whites are whiter! Blacks, blacker! Pastels, prettier! And, colors come up brighter.

For the greatest thrill you've had in the business, discover the wonders of Caled Pacemaker and Pace-Perk. They do a truly amazing job!

WE GUARANTEE: A GREAT CLEANING JOB!

Powerful detergency action • High carbon soil removal
Less pre-spotting • Wetcleans greatly reduced • Amazing spot removal

A FAST FINISHING JOB!

No disturbed sizing • Wrinkling eliminated

AND, NO PROBLEMS IN USE!

No linting or static build-up • No filter pressure • No rinse necessary • Solvent stays clear • Dye build-up easy to control • Light, bright color • Can be used with all moisture controls

CALED Pacemaker and Pace-Perk are your profit-producing partners!

CALED

Caled Products Company, Inc., Brentwood, Maryland

**CUT
COST**

**INCREASE
PROFIT**

**IMPROVE
QUALITY**

*modernize your drycleaning
system with*
MARLOW
*self-priming
pumps!*



Regardless of your drycleaning system you can now do what all leading machinery manufacturers have done... *modernize with Marlow!*

Solve your pump replacement problem for all times and install a Marlow Vertical Self-Primer that's engineered for drycleaning service. Get rid of obsolete, money-wasting pumps today and eliminate costly shut-down and maintenance.

Marlow Vertical Pumps with straight-through piping are easy to install and can be used on either synthetic or petroleum systems. A Remite mechanical shaft seal eliminates leakage of costly solvents—floors stay dry and clean at all times. And—these pumps will operate with equal efficiency on "packaged" units or where solvent tanks are below ground.

In a Marlow pump there's only one moving part. No metal-to-metal grinding contact to wear expensive parts and cause a fall-off in capacity.

Cleaning quality always remains constant.

Marlows run longer at top performance... dollar for dollar they're your best buy! Specify Marlow for replacement and on all new equipment you purchase. Contact your nearest drycleaning equipment dealer for complete information or write Marlow Pumps for Bulletin DC-04.

**MARLOW
PUMPS**



DIVISION OF BELL & GOSSETT COMPANY

Midland Park, New Jersey

Longview, Texas • Morton Grove, Illinois

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NOVEMBER, 1959

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CLEANER & DYER

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A Challenge

Here are two sentences to read over a couple of times.

"There really is no such thing as a satisfied customer. There are only dissatisfied customers, ready at any minute to desert any product for something they believe to be a tiny bit better."

This statement was made by Charles H. Brower, president of Batten, Barton, Durstine & Osborn, the well known advertising agency. Taken out of a speech, they are pretty strong words, but the meaning should be clear to drycleaners, manufacturers of equipment and supplies—and yours truly.

Isn't it true that in our day-to-day dealings with customers things go along pretty smoothly? Yet, let one garment go astray for even a long-time customer, and another account can go off the active list. The same thing applies to suppliers in our field where a fieldman fails to take care of a cleaner's problem satisfactorily. By the same token, our readership can be affected if we fail to continue to deliver the goods to you in the form of articles that appear on these pages.

We have often said that there is no comfort for the comfortable. Every customer is the other fellow's prospect. All of us must continually keep on our toes to maintain our position, to grow with the market. There is no such thing as standing still, there can be no complacency.

In our own case, we must be functional, provide a service and fulfill a need for you if we are to earn your readership. That is the prime responsibility of our staff. To reemphasize this point to you and our advertisers we suggest you read the message on pages 102 and 103. This reprint is the beginning of a series of advertisements that are being published nationally in a leading advertising magazine. These ads will be a constant reminder of our obligation to you.

Thought for the Month

Even if you are on the right track, you will get run over if you just sit there.

—Art Schuelke

MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:

The National Cleaner & Dyer, 305 East 45th Street, New York 17, New York. Change of address should reach us one month in advance.

Please include your city delivery zone number.

SUBSCRIPTIONS: United States and Canada, \$4.00 per year; foreign countries in postal union, \$6.00 in advance. Single Copy: United States and Canada, 30 cents; foreign, 75 cents. Guidebook Issue, \$2.00.

NATIONAL CLEANER & DYER, November, 1959. Published monthly by Magazine Publishing Division, The Reuben H. Donnelley Corporation, Executive and Editorial Offices, 305 East 45th Street, New York 17, N. Y. Volume 50, No. 11. Entire contents of this publication covered by general copyright, 1959. The Reuben H. Donnelley Corp. All rights reserved. Title registered in U. S. Patent Office. Entered as 2nd class matter June 1, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.



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Address the Editor, NATIONAL CLEANER & DYER, 305 East 45th Street, New York 17, N. Y.

NATIONAL CLEANER & DYER

MYCEL

CONTROLLED

drycleaning

employing the micelle* principle

with Formula 886

▶ Electronic Conductivity Control

▶ Separate Purified Rinse

* The micelle principle

The micelle principle is applied to a method of activating drycleaning fluid with invisible lipophilic micelles which have unique properties for the removal of food, perspiration and similar types of soil heretofore impervious to safe drycleaning methods. Each micelle is a complex aggregate consisting of a spherical or near-spherical moisture core surrounded by a monolayer of surfactant. The micelles pass through the pressure filter without change in structure or reduction in number. In fact they are too tiny to be detected under the ultra-microscope. The manner in which these micelles control the release of moisture to the fabrics being cleaned presents an unusual phenomenon. When the technique recommended by Street's is followed, the amount of moisture released by the micelles is identical to that which the same fabrics would absorb from atmosphere in a room conditioned at 70 to 75% relative humidity. This gives the fabrics that "like new" look, with the original drape, brightness of color and whiteness retention.

Street's MYCEL process

MYCEL is the trade name of R. R. Street & Co., Inc. pertaining to a process of controlled drycleaning wherein
1a) Formula 886 produces lipophilic micelles of the desired structure;
1b) Street's Conductivity Control maintains uniformity of the micellar structure during the cleaning cycle; and
1c) an extra rinse in purified fluid eliminates residual "drycleaning odor."

The **MYCEL** process is the most scientific approach to controlled drycleaning. It requires special equipment with highly specialized conductivity controls and the supervision of skilled craftsmen.

Results obtained with the **MYCEL** process bring an entirely new concept to drycleaning efficiency. A new high in safety to all fabrics. A new high in soil removal. Not just occasionally, but with infallible consistency. The standardized formulation and automatic controls make each garment look like new with *every* cleaning.

Enjoy the benefits of advanced research through controlled drycleaning in the **MYCEL** process.

R. R. STREET & CO., INC.



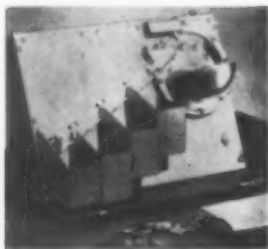
561 W. Monroe St.
Chicago 6, U.S.A.

Copyright 1955 MP 239

NEW PRODUCTS

AND LITERATURE

Coin Counter-Sorter



A fully automatic combination coin counter and sorter has been announced by Standard Change-Makers, Inc.

The portable, light (27 pounds) machine counts and sorts 15,000 coins per hour, handling pennies, nickels, dimes and quarters. Fifty-cent pieces remain in the hopper. Separate sorting and counting operations provide an automatic check of the total.

With the exception of the motor, the new counter-sorter model has only two moving parts. Its dimensions are: width, 18 inches; height, 13 inches; and depth, 9 inches.

The maker says the unit is as attractive as it is functional, with Hammerloid brown finish and sturdy carrying case with leather counter-balanced handle. It operates on 110 volt a.c., 60-cycle current. With an inverter it can even be used in a car.

For further information write to Standard Change-Makers, Inc., 422 E. New York St., Indianapolis 2, Ind.

Ze Button-Wrap

Complete protection for buttons during drycleaning is being offered in Ze Button-Wrap by the manufacturer, Zimmerman Products Company.

Button-Wrap is a roll of aluminum foil, in the proper size and form, to enable cleaners

to completely and quickly wrap each button on a garment before cleaning. The maker says breakable buttons so protected will not get broken; leather buttons will not stain or discolor the cloth; and cloth buttons will not fray or come apart.

The product was developed to save drycleaners the reweaving of buttons or replacement of lost buttons, and to make dropped-off buttons easy to find because of the silver foil.

For more information write Zimmerman Products Company, 2519 Burnet Ave., Cincinnati 19, Ohio.

Solvent Deodorizer

A new solvent deodorizer for both petroleum and synthetic solvents, DL-18, has been announced by Exclusive Sales Corporation.

According to the manufacturer, DL-18 deodorizes garments thoroughly, leaving no solvent odors of any kind. In addition it contains moth repellents for added garment protection. DL-18 is guaranteed to be nonflammable and is said to be completely harmless to all types of fabrics.

For further information write Exclusive Sales Corporation, 8981 15th Ave., Brooklyn 28, N. Y.

Counter Demonstration Kit



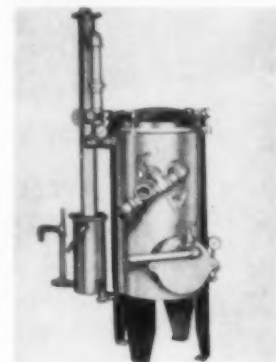
A dramatic water-repellent demonstration to stimulate counter sales has been produced by R. R. Street & Co., Inc.

The demonstration kit contains a colorful, unbreakable polyethylene jar for water, and 300 test cards. Each card has the left half treated with Street's REP-100, and the right half is untreated.

Two "teaser" lapel ribbons for use by counter personnel are said to arouse customer interest in this convincing demonstration. To demonstrate the counter girl dips the card in the jar of water, then removes it and shakes off the excess water. The different appearance of the two halves of the card will show the effectiveness of REP-100 water repellent.

Other water-repellent sales aids offered by Street's are window and wall banners, newspaper ad mats, handbills, counter passout and mailing pieces and bundle inserts. Sales promotion packets are included in each case of REP-100.

Vic Solvent Reclaimer



The Model 65 solvent reclaimer system (illustrated), which pumps muck directly from the bottom of the filter, has been announced by Vic Manufacturing Company.

The maker points out that with the new model the operator does not have to open the filter or touch the muck. The unit refilters the muck and then shoots live steam directly into the residue to provide maximum cooking action with minimum water costs. A large clean-out at the bottom permits easy muck removal, and, according to the company, a vapor-tight cover eliminates fumes and solvent loss by evaporation.

Six other models, one a conversion kit (Model 165), each with a specific application, and several with the separately patented Trans-O-Muck Transfer Unit built in as an integral part, are also offered. The Vic muck cookers are covered by U. S. patents.

For more information write

Vic Manufacturing Co., 1313 Hawthorne Ave., Minneapolis 3, Minn.

Ford Truck Line



The 1960 line of light and medium Ford trucks, said to incorporate operating and maintenance economy with greater driver comfort and improved cab livability, has been introduced by Ford Division, Ford Motor Company.

More than 200 models are available in six series. Among the comfort features offered are: plastic foam seat padding and new vinyl seat trim; improved moisture absorption and breathability in saran and viscose elements; metal coat hooks; inboard visor supports; and larger, more powerful heater motor.

Modern front-end styling includes a new hood and grille, both of which incorporate a horizontal design, rectangular integrated parking lights, twin headlights joined by a chrome bar forming the upper portion of the grille, and a new Ford truck crest on the hood.

Available in the F-100 light truck (pictured) are locking type differentials and improved brake lining. A wide range of transmissions and axles, and either the six-cylinder economy engine or the V-8 are offered.

The medium truck line offers many of the same advantages and improvements as the lighter vehicles.

For more information write Ford Division, Ford Motor Company, P. O. Box 608, Dearborn, Mich.

New Sarco Bulletin

Sarco Co., Inc., has released Bulletin 1210-1, describing a new addition to the Sarco line of self-cleaning pipeline strainers in sizes from 1/4 inch through 3 inches.

The literature points out that the new BT strainer offers high-strength construction, long, tapered screen socket, and per-

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

.....
MORE

HEATING SURFACE PRODUCES MORE STEAM . . . ONE OF SEVERAL BONUS PERFORMANCE EXTRAS IN A COLUMBIA H. R. T.* GAS OR OIL-FIRED BOILER—Columbia's larger heating surface for its rated capacity in any size, aided by rapid heating refractory surfaces and extra-thick insulation in the combustion chamber as well as gas passage . . . produces a higher output of dryer steam for every dollar spent for fuel. This is one of Columbia's important BONUS PERFORMANCE EXTRAS to give a more economical and satisfactory operation. Easy access to the single bank of tubes from both front and rear, removable covers to make all parts easily accessible, and low rate of soot accumulation make cleaning easier, quicker and less frequent . . . thus adding up to a sizeable saving in maintenance costs. For more facts about Columbia's Bonus Performance EXTRAS just fill in and mail the coupon. No obligation, naturally.



**THE COLUMBIA GAS OR OIL-FIRED
TANKLESS INDIRECT WATER HEATER**

1. More hot water per dollar invested . . . and for every dollar spent for fuel. 2. 200 to 1000 G.P.H., continuously at 100° rise. 3. Indirect heating with coils made of heavy gauge integral finned rolled copper insures clean, rust-free water supply. 4. Insulated jacket available as an optional extra. 5. ASME code constructed. 6. WATER HEATER GUARANTEED for 10 years.

COLUMBIA BOILER CO. of POTTSTOWN
Pottstown, Pa., Dept. NCD-119

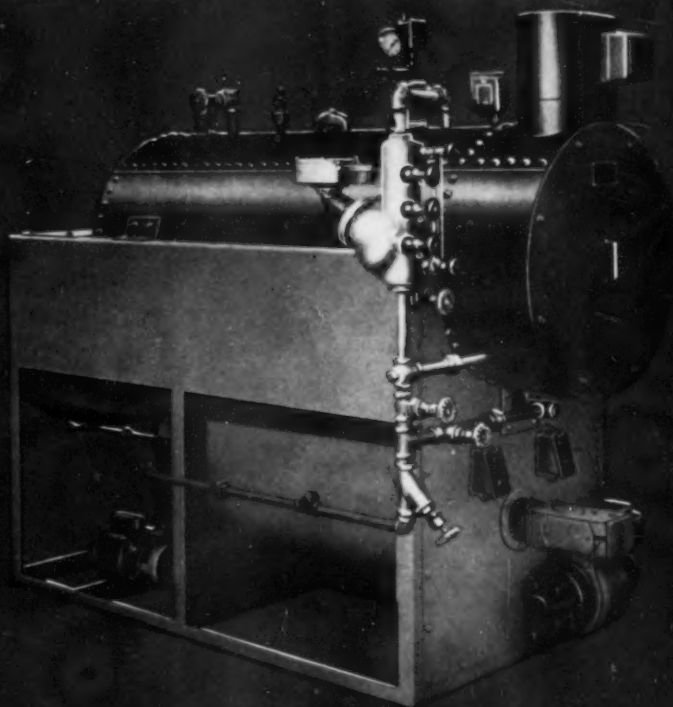
Please send me your free booklet giving performance facts on and possible savings with the Columbia H.R.T. boiler ☐ Include data on the Tankless Indirect Water Heater.

Firm Name _____

My Name _____ Position _____

Address _____

COLUMBIA



COLUMBIA BOILER CO. of POTTSTOWN

Factory & Offices: Pottstown, Pa.

forated heavy gauge with spot-welded lap seams. Other features are a built-in sediment collection chamber and 45-degree blow-down connection angle. The bulletin notes that every strainer is hydrostatically tested and is rated for saturated steam or liquids to 250 p.s.i. and 450° F. total temperature.

Copies of Bulletin 1210-1 are available by writing Sarco Co., Inc., 635 Madison Ave., New York 22, N. Y.

Free Air Spray Gun

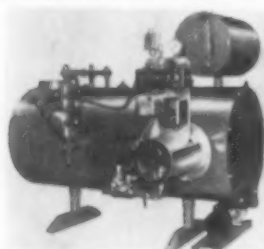


A free air spray gun is being offered with the purchase of 15 gallons of Spray Spotter by The Stamford Chemical Company.

The company says the triggered spray gun attached to an air line permits easy effective pre-spotting and eliminates obnoxious odors.

For further information write The Stamford Chemical Company, 45 Jefferson St., Stamford, Conn.

Horizontal Tubular Boilers



A new series of HT boilers, featuring horizontal tubular design with all tubes completely submerged, has been announced by Steamaster Boiler Company.

Ranging in sizes from 3 to 25 hp., each boiler is a complete package ready for use. All refractories are installed and the boiler is completely insulated and covered with a protective steel jacket.

lated and covered with a protective steel jacket. An integral mounted burner—either gas or oil—is furnished as standard equipment with combustion safety controls. The entire boiler/burner unit is factory-wired for fully automatic operation. A high-temperature, pre-cast refractory combustion chamber assures complete efficient combustion and permits changing fuels at any time without revamping the firebox. An automatic condensate return system is optional.

For a new pictorial brochure with full specifications and detailed information write Steamaster Boiler Co., 5819 Compton Ave., Los Angeles 11, Calif.

Drycleaners' Survey

CALL OFFICE **FREE** CHECK LIST

What's Your Rating?

A check list for drycleaners to find out how they rate with their customers is being offered by White Machine Company, Inc.

By using the questionnaire illustrated, a plantowner can find out what customers think of the plant, the service, sales personnel and more than 40 other aspects of his business.

The company says the survey was developed as a public service to the drycleaning and laundry industries. Copies are available free, or a White Machine representative will personally conduct the survey if requested.

For copies of the survey or more information write White Machine Company, Inc., 14th St. & Lafayette Ave., Kenilworth, N. J.

New Dodge Series

A new series of medium and high-tonnage gasoline and diesel trucks, featuring swing-out fenders for fast, convenient engine accessibility, has been introduced by Dodge Division of the Chrysler Corp.

M. C. Patterson, Dodge general manager, said 140 basic models are offered in the new

line, including conventional, cab-forward, four-wheel-drive, forward-control, school bus chassis and tandem units. He added that 11 gasoline engines are available with a range of 113-228 hp.



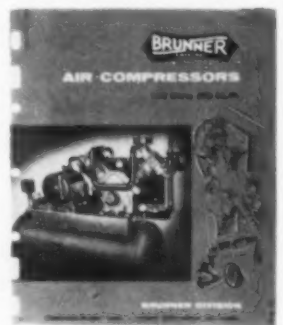
Other new features noted by Mr. Patterson are: new cab-forward design; increased gross vehicle and combination weights; new line of heavy-duty transmissions; new and stronger heat-treated frames; more durable clutches; five new V-8 gasoline engines.

Designated the P Series, the trucks are engineered specifically for greater economy of operation, added cab comfort and convenience, and increased payload capacity. The trucks have longer and wider front and rear springs for reduced deflection rate and less roll stiffness.

The smooth-sided Sweptlines are available in ½-, ¾- and 1-ton models, offering body lengths from 6½ to 9 feet and payloads from 1,775 to 3,475 pounds. They have load capacities from 59.7 to 84 cubic feet and a total brake lining area of 191.8 square inches. The Town Panel, featuring an interior height of 53 inches, is offered with either the 6-cylinder or the V-8 engine in a wheelbase of 108 inches.

For more information write Dodge Division, Chrysler Corp., 7900 Jos. Campeau Ave., Detroit 31, Mich.

Air Compressor Catalog



A product catalog, No. 36A, covering a range of air compressors from ¼ through 20 hp., has been published by Brunner Division, Dunham-Bush, Inc.

The question-and-answer engineering section answers the more common questions which occur during discussion of air compressor theory and application. This section also contains selection data charts.

Included in the catalog are a sample submittal specification sheet and a detailed section on accessories with a "locator" guide.

For a copy of the catalog write to Dunham-Bush, Inc., 179 South St., West Hartford 10, Conn.

Raincote Sales Kit

A new merchandising package for Raincote water repellent has been announced by Signal Chemical Manufacturing Company.

Included with every order of Raincote is a complete merchandising kit consisting of counter card, treated blotters, plastic water-dispensing demonstration bottle, window streamers, newspaper mats, direct-mail mats, and radio and TV copy. Promotional hang tags for garments that have not been treated and button tags for those that have are also offered.

For additional information on Raincote and the new merchandising package write Signal Chemical Manufacturing Company, 5020 Richmond Rd., Bedford, Ohio.

Package Handle Dispenser



An electric-powered automatic machine for fast application of the versatile Carry-Pack package handle has been introduced by Carry-Pack Co., Ltd.

The new machine, called the Carry-Pack Electro-Speed dispenser, is designed to speed volume packaging operations. It is equipped with a foot pedal control and automatically dispenses the gummed Carry-Pack handle, moistened and ready to apply. By using the dispenser, the operator is able to work smoothly and quickly with both hands free to handle wrapping.

The handles are said to have an over-all tensile strength of 90 pounds and are available in sizes capable of spanning packages up to 8 inches in width. The handles can be imprinted with the retailer's message or be

Continued on page 112

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Now Available
IN 3 SIZES...

a profit-making

VIC
*Mileage Booster**
VIC Manufacturing Co. MINNEAPOLIS 3, MINNESOTA

CAN BE MOUNTED
ON CEILING,
WALL OR ANY
OUT-OF-THE-WAY PLACE!

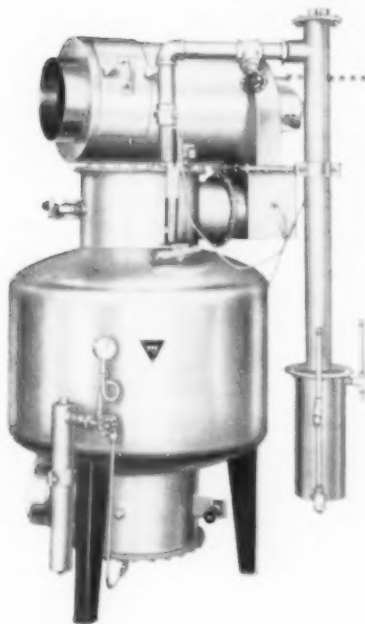
model 128

newest in the famous Mileage
Booster line—with a capacity of
1½ gallons per steam-out.



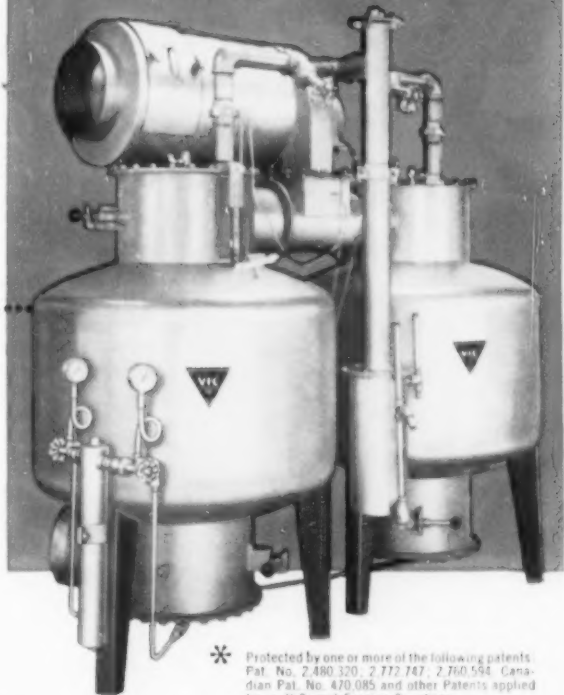
model 118

Vic's Single Unit Mileage
Booster—with a capacity
of 4 to 5 gallons per steam-
out. The perfect unit for
the average size plant.



model 108

The big Double Unit for
larger operations, with a
capacity of 8 to 10 gallons
per steam-out. Ideal
for plants with two or
more Solvent Recovery
Tumblers.



Remember

Vic gave you the *Original* Mileage Booster—the first and finest vapor adsorption machine ever built! ONLY Vic has had production models in the field for many years—only Vic has the experience and know-how which no other manufacturers can match! Vic's performance is proved by many installations under every sort of condition. (Names gladly furnished on request.)



MANUFACTURING COMPANY

1313 HAWTHORNE AVE. • MINNEAPOLIS 3, MINN.

...for every size plant!

The Vic Mileage Booster has become the most wanted piece of dry cleaning equipment ever built! Every dry cleaner knows of the wonderful money-saving, profit-making, health-improving features of this amazing invention—and now with 3 great MILEAGE BOOSTERS to choose from, there is a unit for every dry cleaning plant. Don't delay another day—call your Vic jobber now for a free analysis of your plant requirements—he'll tell you which Mileage Booster will make money for you!

* Protected by one or more of the following patents:
Pat. No. 2,480,320; 2,772,747; 2,760,594; Canadian Pat. No. 470,085 and other Patents applied for in U.S. and Foreign Countries.

Write Today—DEPT. MN-147

If you care—you'll compare and buy

SIGNS of the TIMES

Public Service: Frank Smith, Perfecto Cleaners and Laundry, Harris County, Tex., served as unit chairman of the United Fund for the cleaning and laundry industries. Co-chairman was Sam Clark, Rice Hotel Laundry, according to the announcement from the Harris County Cleaners & Laundry Institute. Unit captains who called on

plantowners and their employees were: James Lerch, Kitty Laundry; George Allen, Allen Dry Cleaning; B. R. Holloman, Dutch Mill Cleaners; Larry Bell, My Own Cleaners; Jack Montgomery, Airline Cleaners; O'Banion Williams, O'Banion's Laundry-Cleaners; Clarence Groschke, McGowan Cleaners; Raymond Warnke,

Fair-Way Laundry & Cleaners; and Ivan O. Carlson, Texas Overall Service.

#

New March of Dimes: "Prevent Crippling Diseases" is the theme of the 1960 New March of Dimes, aimed at further research in the cure and treatment of polio, birth defects and rheumatic diseases (including arthritis). The last, termed the foremost cause of disability in the United States, afflicts some 11 million persons. The National Foundation, sponsor of the annual March of Dimes, is asking nationwide cooperation in the battle against these crippling diseases.

#

Holiday Promotions: Thanksgiving promotions suggested by *Shopping Center Reporter* for shopping center stores can, in many cases, be applied to drycleaning establishments. Included in a list of ideas for November: a Thank You Savings Sale in tribute to all local civic, service and religious organizations; advertising copy stating why a businessman is happy and thankful to be located in his community; use of advertising space to announce items of public interest and events; willingness to tie in with any community activity; and ham and turkey giveaways—either by drawings or to needy families.

#

Increase SS Tax: On January 1, 1960, the Social Security Tax goes up from 2½ to 3 percent for both employers and employees. The increase is due in part to the cost of the new higher benefits passed by Congress last year.

#

Paris Favors Wool: Lavish use of soft wools for daytime and evening wear is indicated by Paris showings of European collections. Among the fabrics preferred by designers are lightweight Shetlands, soft muted tweed mixtures, wool jersey, checked and striped woollens for suits, silk or wool crepe and a silk and wool mixture for cocktail fashions. Heavier fabrics were used

Continued on page 106

There is no substitute for the original Pre-Marked Strip Tag consecutive-identification systems, — no waste of time!

Despite increased production costs, the same original super-quality has been maintained.

✓ CHECK THE High Quality! Low Prices!

Pre-Marked Strip Tags*

*Multiply your profits by cutting marking & cutting costs to 50%!

*Eliminate transposed numbers, ink stains damage, Garment loss claims, messy pads and machines, eye-strain, etc.

*Vastly increased efficiency in every department & operation.

Get Yours Today!

MAIL COUPON

PRE-MARKED STRIP TAG CO.
3232 India Street
San Diego, California

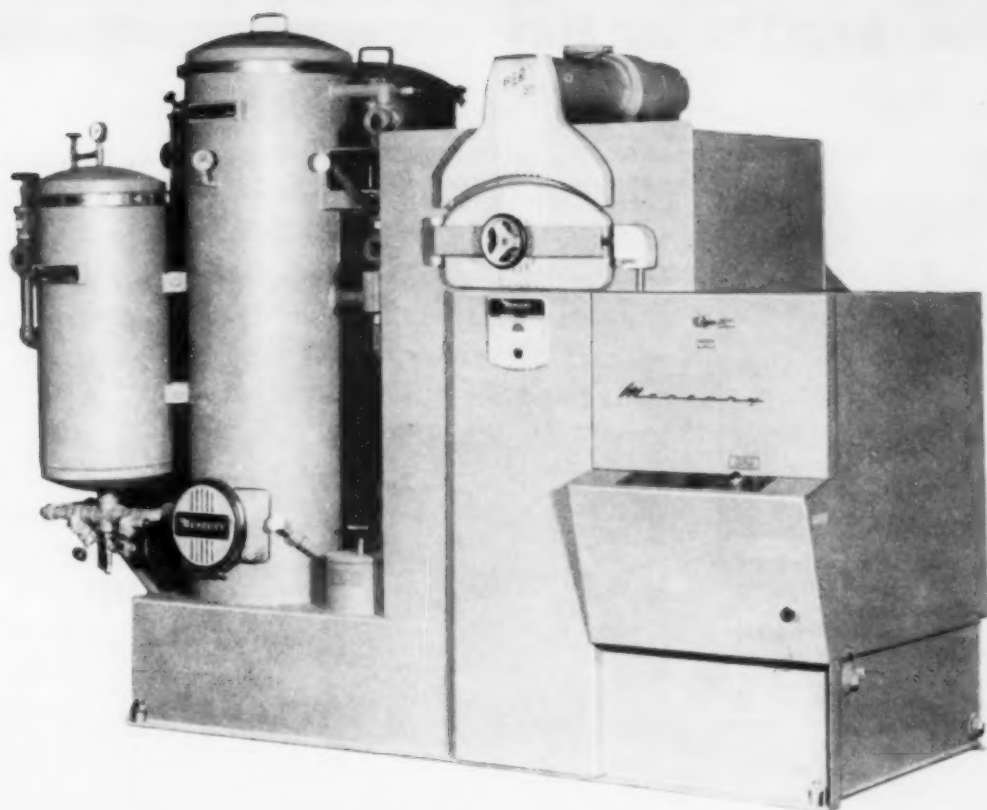
NAME _____

ADDRESS _____ FIRM NAME _____

CITY _____ ZONE _____ STATE _____

INSTRUCTIONS CATALOG
PRE-MARKED STRIP-TAG CO.
Originators of pre-marked identification

FREE Copy, loaded with illustrated applications to ALL marking systems.



Mercury Numatic Per 50 costs no more than most other smaller units . . . saves work hours . . . allows for future expansion.

- There is nothing finer than fully automatic Per 50. U/L listed, highest quality materials and workmanship.
- Dry load capacity 44-50 lbs. \$2000. to \$2500. weekly volume . . . and more.
- 2000 GPH Tubular Filter . . . with backwash.
- 50 GPH Still. No "foam-over."
- One HP Marlow Centrifugal Pump.
- Twin-Disc Fluid Drive controls acceleration for smoother operation.
- Twin-Disc Heavy Duty Transmission with double belt drive. Self-adjusting.
- OPTIONAL: Clover-Leaf Muck Stripper. Attached to the Mercury (or any filter), it "valves away the muck," reduces filter pressure for fast solvent flow. Eliminates chore of cleaning filter. Over 10,000 lbs. mileage per drum of Perc.
- Mercury Per Reclaiming Tumblers available.
- Mercury Petro 50 Petroleum Units (140-F or Stoddard) quoted on request.
- Low cost Per 40 and Petro 40 units also available.

Over 4700 Successful Mercury Owners in 50 States

Per 50 \$6750. Pay No More
Add \$690. for Clover-Leaf Muck Stripper.

Direct finance or lease plan available; contracts carried by Mercury. In areas not actively serviced by distributors, Mercury is prepared to quote direct, with factory supervised installation.

MERCURY CLEANING SYSTEMS, INC.

1817 Benson Avenue, Evanston, Illinois • DAvis 8-0710

BUSINESS BUILDERS

Shirt Tale



A counter display proved an excellent opener for a sales pitch on shirts at Empire-Rouse Launderers & Cleaners in Montgomery, Alabama. Many store customers studied the three degrees of starching represented by a trio of shirts. These were mounted on a dark green pegboard easel. Printed above in bright orange letters was "Have you heard our shirt tale?"

Some asked outright what the "shirt tale" was! Most of the rest were willing to listen when the store girls repeated the question on the easel, stressing slightly the word "you."

They then described the six major features of their shirt service. These are: (1) choice of starch; (2) a "soft press"; (3) hand touch-up to remove

last wrinkles; (4) all buttons guaranteed replaced; (5) minor repairs; (6) package sealed against dust.

Fresh from a sales training course and using this shirt-tale introduction, the girls in all four stores won awards for exceeding quotas in a push for more shirt business.

Hanky Promotion



A fake handkerchief made out of a piece of cloth stitched to a lightweight cardboard is placed in the breast pocket of all men's suits finished at Bevy's Cleaners, Euclid, Ohio. For about \$50, plantowner Ray Bevington purchased a large quantity of these promotional items. The name of the plant is imprinted on the lower portion of the paper insert.

Attractive Canopy Shields Drive-Through Entrance



Wardrobe Cleaners in Redondo Beach, California, has an unusual front that is a real eye-catcher. What appear to be massive slabs of concrete for the sign background and canopy are actually plaster over wood-and-wire frames. The whole thing is painted a light yellow so it is

even more outstanding. The five canopy support posts mark the outer edge of the drive-through area in front of the entrance.

At the left side of this building is a blacktopped parking area 60 feet wide and 158 feet deep, for use in case the drive-through is congested.

Supplier's Ad Christmas Gift to Drycleaners



WHY ISN'T SANTA CLAUS A DIRTY OLD MAN?

Why isn't his red suit crumpled and covered with dirt? Perhaps because Santa is a symbol. Perhaps because we are ourselves in Santa Claus... and in our society appearance implies the desirable qualities with which we impress others.

During the coming year YOUR DRYCLEANER can help you present the attractive appearance so vital in your interaction with friends and business associates. PROPERLY CLEANED clothes are of great importance to your self-confidence to your success in your work and social life. You cannot afford to give your clothes less than the best PROFESSIONAL CARE. Have them cleaned often. It will do more for their appearance and durability. It will do more for you!

YOUR DRYCLEANER Wishes You A Most HAPPY CHRISTMAS

... and pledges to help you look your best during the coming year for your sake... for the sake of your prosperity

Sponsored by
FLOR'S, Supplies for the Drycleaner

Flom's, a drycleaning supplies firm in Detroit, solved a problem last December that had been building up for several years. No matter what Christmas gifts were sent to customers each year or how much the firm spent, there always seemed to be customers left out or dissatisfied with what was only a gesture of appreciation and goodwill.

Determined to end this perennial headache, Flom's decided to use the money it would have spent on gifts to run an advertisement on behalf of the Detroit area drycleaners in last December 16's *Detroit News*. Tied in to the Yuletide season, the ad serves to promote the concept of proper grooming through professional care.

As William P. Katz of Flom's puts it, the money paid for the ad "would bring more benefit to the individual and to the industry as a whole than a morsel soon consumed, or a bauble soon discarded."

Here's an easy way to extend "Season's Greetings" to all your customers

This gay mobile will give your shop a holiday mood. A simple statement of good wishes for the holiday season, the display is conveniently designed to hang from your shop ceiling. The gentle rotating action and the bright colors make the unit a striking attention getter.

Like the other displays offered by your Columbia-Southern PERCHLOR jobber, this Christmas mobile is free. Make certain, though, that you do get one. Contact your PERCHLOR jobber right away. Also, this is a good time to provide for an extra supply of PERCHLOR, to take care of the extra business you can expect during the holiday season.



COLUMBIA-SOUTHERN CHEMICAL CORPORATION


A Subsidiary of Pittsburgh Plate Glass Company • One Gateway Center, Pittsburgh 22, Pennsylvania

DISTRICT OFFICES: Cincinnati • Charlotte • Chicago • Cleveland • Boston • New York • St. Louis • Minneapolis • New Orleans • Dallas • Houston
Pittsburgh • Philadelphia • San Francisco IN CANADA: Standard Chemical Limited

Eliminate a major operating cost...

...with

NEW J-M



Now, for the first time, cut the heart out of one of your biggest operating losses . . . *and* solve the whole problem of free fatty acids . . . with new Johns-Manville Hysweet*.

SLASH DETERGENT LOSSES

In charged systems, Hysweet removes practically no detergent from solvents. It even removes less than activated carbon. Hysweet also lets you operate for almost indefinite periods without distillation.

END ACID BUILD-UP

Hysweet is the first sweetener ever to provide

complete control of free fatty acid build-up in all systems. That's because Hysweet selectively adsorbs all the undesirable free fatty acids better than any other sweetener or sweetener-substitute available today. Meanwhile, Hysweet keeps your filter pressure lower all day long.

USE HYSWEET WITH HYFLO

For best results, Hyflo* filter aid should always be used with Hysweet. Together, the two permit longer cycling and sweeter solvent, free of both solubles *and* insolubles.

JOHNS-MANVILLE

and control free fatty acids completely

HYSWEET



For the location of your nearest Hyflo-Hysweet dealer, write today. Johns-Manville, Box 14, New York 16, N. Y. In Canada, Port Credit, Ontario.

*Hyflo and Hysweet Trade Marks Reg. U. S. Pat. Off.



Honeywell *MagiCare*^{*}

and re-cleaning for the



Spotting. Mr. Thomas King of the "One Hour Martinizing" dry cleaning service in Atlanta, Georgia, indicates that pre-spotting of garments—except for a few non-water soluble stains—has been completely eliminated by Honeywell's MagiCare control system.

Post-spotting has been reduced, too. Before installing the Honeywell MagiCare system, a survey indicated that post-spotting was required on approximately 20% of the total garments cleaned. Now, post-spotting and re-cleaning have been reduced to 5% of the total load!



Pressing. Eliminating pre-spotting naturally left additional time for Mr. King's operator to devote to other duties. In fact, an immediate benefit was that the operator was able to press seven to ten *more* garments per load than before! What's more, these garments now press easier, better and faster—insuring the kind of service that keeps customers coming back again and again.

You'll find, as Mr. King does, that the Honeywell MagiCare system also prevents your garments from getting too damp and wrinkled in the dry-cleaning bath.

FREE MERCHANDISING PROGRAM. National ads in Vogue, MagiCare banners, newspaper ad mats, counter cards and decals are furnished free to help you build business with Honeywell MagiCare's quality cleaning.

drastically reduces pre-spotting "One Hour Martinizing" service



The Honeywell MagiCare Relative Humidity Control System was installed in May of 1959. Only a month and a half later, the "One Hour Martinizing" service informed Honeywell that their garments were consistently cleaner, brighter, softer and more sparkling—with fewer wrinkles and no shrinkage. And, they saved time and money on spotting and pressing as well!

November, 1959

Their story can be your story, too. The Honeywell MagiCare Relative Humidity Controls can bring you not only better cleaning, but faster, labor-saving operations.

The Honeywell system works equally well with Stoddard or perchlorethylene solvents, can be used with any concentration of charge soap in any type of washer extractor and with one-bath, two-bath, and batch process systems.

Ask your soap and machinery supplier about the Honeywell MagiCare system, or contact Minneapolis-Honeywell, Dept. ND-11-127, Minneapolis 8, Minnesota.

**Trademark*

Honeywell



First in Control

GADGETS and GIMMICKS

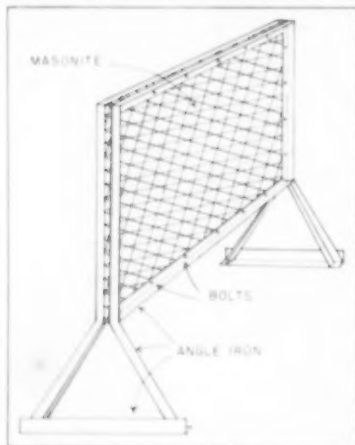
Handy Pants Hanger



At Parisian Cleaners, LaGrange, Illinois, plantowner Bud Olson has come up with a clever device that enables him to hang finished trousers full-length without slipping them over a hanger.

A piece of heavy cardboard cut at an angle with pinking shears is folded over the wire hanger. Trousers are slipped up over the cardboard support. According to Mr. Olson, this makes inspection much easier. And it eliminates crease marks which are often caused when moist trousers are hung over a plain metal hanger.

Portable Heat Deflector



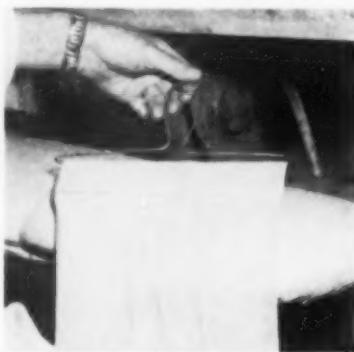
Exhaust fans in a far wall drew withering heat across a covey of silk finishers. This was radiated by a hot water heater, vacuum still and filter in one corner of Qualls Drycleaners in Montgomery, Alabama. Therefore a shield was devised to deflect this heat wave up over the girls' heads. It was made portable because the heat was objectionable only in summer. Also,

a permanent partition would have hampered maintenance of the equipment.

A 4-by-6-foot sheet of quarter-inch Masonite was sandwiched between two rectangles of 1-by- $\frac{1}{8}$ -inch angle iron. The vertical sections of the framing extended down 2 feet and were bent outwards at a 30 degree angle to form legs. These are tied at the bottom by heavier angle irons.

Bolts through the flanges of the framing and the edges of the Masonite make a rigid assembly that does not warp. The lower flanges of the bottom angle irons serve as skid surfaces. The screen can be easily moved over the concrete floor by one person.

Cuff Former

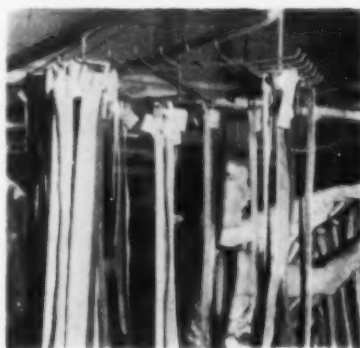


A handy metal frame made out of a coat hanger is used in the finishing

department at Peoria Cleaners, Peoria, Illinois.

The flexible metal frame is inserted in the trouser legs before pressing. This provides a smoother finish to the cuff and helps prevent wrinkling when the press head is lowered.

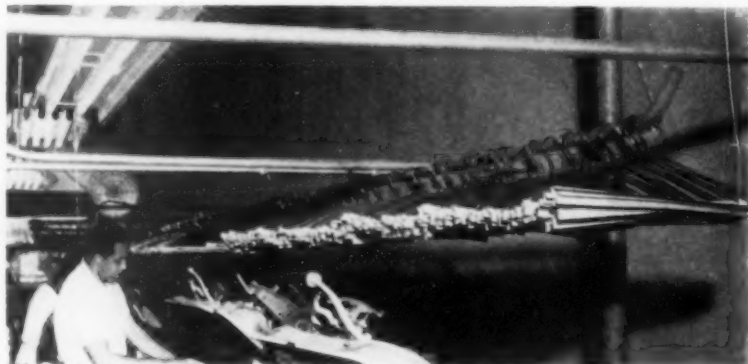
Keeps Belts in Order



This belt merry-go-round has helped keep belts from getting lost at Arnolds', Inc., of Los Angeles. The merry-go-round pivots on a small rod at the bottom of a slickrail.

This square affair is made of light angle iron fitted with 4-inch metal rods extending out from the sides. Each rod holds the belts from one lot of garments. Since there is a definite place for these belts, plus the fact that they are segregated, assembly has been speeded and losses reduced.

Hanger Storage Permits Advance Preparation



A length of pipe directly above the wool presses serves a useful purpose at Crenshaw Village Cleaners at Los Angeles, California. The $\frac{3}{4}$ -inch pipe holds a full week's supply of hangers,

about 800 in all. This means that hangers need only be made up with the pants guards once each week and can be done by just one part-time employee.

the
HAMMOND
laundry
washer
extractor

**HOW GOOD
IS IT?**



ASK THE MAN WHO REALLY KNOWS... *the Owner!*

Occasionally a new piece of machinery comes along that really excites the industry. Such has been the case with the new Hammond Extracting Washer. From coast to coast, hundreds of operators have been thrilled at the low cost, smooth performance and operating economy of this supremely engineered Hammond machine. We strongly suggest THAT YOU SEE ONE IN ACTION AND TALK TO YOUR NEAREST HAMMOND DISTRIBUTOR, BEFORE YOU BUY ANY OTHER COMBINATION, AT ANY PRICE. WHY PAY MORE OR ACCEPT LESS?

You take no risk

TO PROVE THE MAGNIFICENT PERFORMANCE OF THE HAMMOND WASHER-EXTRACTOR, WE UNCONDITIONALLY GUARANTEE IT TO PERFORM AS REPRESENTED OR YOUR MONEY REFUNDED!

COMPARE THESE FEATURES:

- Only one motor . . . needs less than 1/3 as much power as split-pocket type machines.
- Vibration free . . . no expensive foundation or slab needed. No bolting down, can be easily moved when necessary.
- Precision automatic controls . . . with an exclusive Hammond supply injector as standard equipment.
- Open pocket construction . . . full drop and complete mechanical washing action. No weighing or dividing of loads - no inching.

hammond

For complete details, see your nearest Hammond distributor or write direct to factory.

LAUNDRY-CLEANING MACHINERY COMPANY WACO, TEXAS

EDITORIALS

Plan Ahead

For those who operate their business on a calendar year basis, the time is drawing near to budget sales and expenses. Whether you take the time and trouble to do this depends upon how good a businessman you are.

To operate a cleaning plant without a budget is like trying to steer a boat without a rudder. We can learn a lesson from every major concern in the country. They all chart their business courses. And most of them project not for one year, but ten years in advance.

A recent convention of Coca-Cola bottlers heard of company plans to increase sales 100 percent in the next decade. Their merchandising and plant expansion programs are already on the drawing boards. Like every progressive organization they will be prepared to take full advantage of the exploding '60's that lie before us.

If you ever thought about bringing your production equipment up to date, about increasing your advertising, next year is the time to do it! For those who prepare, 1960 will set new sales records. With proper equipment, profit figures will be high, too.

Industrial production, which went up 14 percent in '59, will rise another 4 to 5 percent. Employment will go up another 800,000. Personal income will gain another 5 percent to \$400 billion. In 1957 the average family income was \$6,130. This year it will be \$6,500 and in 1960 it will soar to \$6,800. There will be more money available for services such as ours.

But increased sales aren't going to "just happen" for you. You are going to have to earn them, through aggressive planned advertising plus top quality and service (which modern equipment will help you produce). The latter problem is one for you to discuss with your suppliers.

To help you with a consistent advertising program the next issue of NATIONAL CLEANER & DYER will carry a full 12-month program of various services to promote at the proper time. It will cover seasonal items, special days, weeks and months that lend themselves to good public relations and more sales.

Calculate your estimated sales for 1960 and then plan to spend at least 5 percent of that amount throughout the year. Use larger portions of it during your peak seasons, but allow some for the slack periods as well. Remember, your advertising doesn't go to an audience, it reaches a parade. Your market is ever-changing. Many of the people who read or hear your advertising this week weren't even around last week. And the group will change in the weeks ahead. Be sure they hear your story. The consumer dollars are there for those who ask for them.

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NATIONAL CLEANER & DYER

ONLY *Fabric-Safe* FINISHING

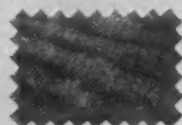
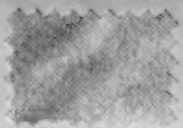
Can **HOLD** Present Customers

and Bring In **NEW** Ones...



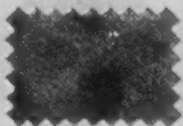
This is *Fabric-Safe* FINISHING

No Shine. Harsh heat, flattened fibers, and extreme mechanical pressure against a slick, hard surface, will cause any fabric . . . even the finest pure wool . . . to glaze. Removing that glaze means costly re-steaming and re-finishing. (On fabrics containing synthetic fibers the glaze often becomes permanent damage.)



No Streaks. Ordinary pressplates and padding will create streaks and a "watermark" pattern (moire) on both sides of the lay. Expensive, time-consuming re-do is required.

No Steam Marks. Steam "jets" shoot out of the presshead and straight through any single-type pressplate to leave a polka-dot pattern on many fabrics. Re-steaming and re-finishing is required.



No Glazed Seams or Impressions. Old-fashioned pressplates are too hot and too smooth . . . conventional padding and buck covering can't "absorb" double thicknesses of fabric. Result: both head and buck cause glazed impressions at seams, lapels, pockets.

"Lively" Fabric. Napped fabrics (such as flannels, worsteds, chevots) become dull and lifeless when "baked" by too-hot presses, too-dry steam, too-heavy pressure against a too-hard buck.



THESE give you *Fabric-Safe* FINISHING

Fabric-Safe DOUBLEPLATE[®]



with **CAT-TONGUE[®]**
—the textured pressing surface



PATENTED AND PATENTS PENDING

Fabric-Safe[®] "licks" your pressing problem:

- ... Fabric-Safe[®] Doubleplate[®] **SAFE** for all fabrics
- ... Fabric-Safe[®] Doubleplate[®] spreads moisture evenly
- ... Fabric-Safe[®] Doubleplate[®] positively prevents steam marks (nickle spots)
- ... The textured surface reduces shine . . . lifts nap . . . eliminates moire

CUSHNTOP[®] Cover & Pad

PERMANENTLY-RESILIENT pressing surface



PATENTED

Ends all your BUCK pressing problems:

- ... Lastingly soft where the softness is needed—right at the garment
- ... Absorbs multiple thicknesses of fabric (seams, pockets, lapels, cuffs, buttons, etc.) to give all areas equal pressure . . . equal finishing
- ... Non-glazing, non-marking, flexible surface
- ... Eliminates button and zipper breakage



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ORDER BOTH FROM YOUR JOBBER... FOR EVERY PRESS

BISHOP FREEMAN CO. MFRS., EVANSTON, ILLINOIS, U.S.A.



thinking about

CHRISTMAS GIFTS for Employees?

HERE'S A PRACTICAL ONE!

Subscriptions to this magazine, presented to your key employees, make wonderful, long-lasting Christmas gifts. And, because you subscribe yourself, you can order as many gift subscriptions as you need

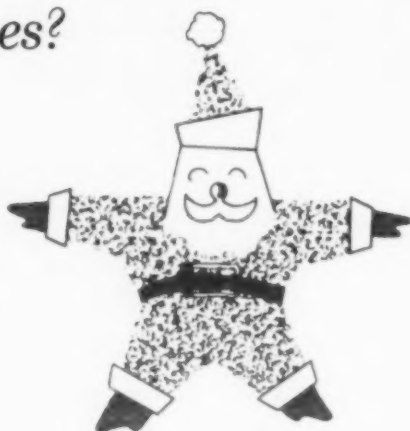
AT HALF PRICE!

All year-round, with their personal copies of this magazine before them, your key employees will be getting the same kind of down-to-earth, how-to-do-it-better information you're getting through your subscription.

With more people reading this magazine in your plant, there's bound to be more improvement in efficiency and quality . . . there's bound to be more business and more profits.

In addition to splitting the cost of gift subscriptions with you, we'll send a handsome Christmas card to each employee for whom you subscribe, announcing the gift to them just before December 25.

Won't you fill out your gift list today . . . and send it to us? We'll take care of your order immediately.



Subscriptions to **NATIONAL CLEANER & DYER** regularly cost \$4.00. But as a current subscriber, you can order gift subscriptions for only \$2.00 each!

NATIONAL CLEANER & DYER 305 East 45th Street, New York 17, New York

Enter subscriptions for one year for the following employees of our company at the special rate of \$2.00 each:

To.....
Home Address.....
City and State..... Position.....
To.....
Home Address.....
City and State..... Position.....

To.....
Home Address.....
City and State..... Position.....
To.....
Home Address.....
City and State..... Position.....

Send each a Christmas card, announcing the subscription as a gift from

Subscribing Company.....

Address.....

Authorized by:.....

REMITTANCE ENCLOSED ☐

INCLUDE OUR RENEWAL AT \$4.00 ☐

NATIONAL CLEANER & DYER

For the Stubbornest Stains



Mr. Signal **SPRAY SPOTTER**

QUALITY WORK
at production
speed!



• CLEAR
• ODORLESS
• NON IRRITATING

• RINSES FREELY
• NON-THICKENING
• NON-CLOGGING

MULTIPLE USE:
• Spray Spotter
• Pre-Spotter
• Neutral Lubricant

Closest Thing to Automation

Mr. Signal is safe to all colors and fabrics and compatible with all soaps and solvents. It reduces handling, practically eliminates wet cleaning and guarantees maximum removal of soil, stains, oils and greases with no wrinkling. No rubbing or brushing is ever necessary. Comes in new re-useable plastic gallon.

STAINLESS STEEL SPRAY TANK AVAILABLE . . . \$34.95

• **ECONOMICAL**
1 to 4 Dilution
• **NON-STAINING**
Free from all Fatty
Acids

ANOTHER
SIGNAL

PROVEN
PRODUCT

Ask your favorite jobber salesman
or write us direct for additional literature

Signal **CHEMICAL MFG. CO.**
Bedford, Ohio

HIGH-POWERED Promotion . . .

Builds Counter Sales

- *Circulars*
- *children's gifts*
- *personal attention*
do the trick

By LOU BELLEW

IN JUST TWO YEARS a press shop and quick-service laundry combination has been parlayed into a business grossing more than \$2,500 per week in over-the-counter volume. The gain has been credited to an unusual sales promotion based on balloons, bubble gum and blarney.

Hollyway Cleaners in Los Angeles, California, had operated as a press shop, under the guidance of Carl Chortkoff, until four and a half years ago. At that time Carl's son Milton came into the business and the store next door was taken over to add a little quick-service laundry. Until two years ago the press shop and laundry depended almost entirely on work brought in from three routes that had been developed with considerable difficulty.

Two years ago the Chortkoffs took stock of the situation: (1) They were working as much as 15 hours each day except Sundays. (2) The hours of labor were not justified by the income. (3) An over-the-counter volume would be more profitable. (4) Milton was needed in the plant to supervise the call office and give Carl more time to work with production problems.

The result was that only one route was retained, with \$1,325 of the "cream" closer to the plant, and Milton took over supervision of the call office. An additional 25-foot frontage next to the laundry department was taken over for more laundry finishing equipment. Also, at this time they in-

stalled a 40-pound synthetic drycleaning unit, mainly at the insistence of Art Vogelsong who had been helping them a couple of hours each day as a spotter. Art is now handling the drycleaning department.

Door-to-door circulars had been used once before when the firm announced its quick-service laundry. They were used again, this time to announce that Hollyway would now process its own drycleaning for faster service. Twenty thousand circulars were distributed within the trade area.

To stimulate business one month after the installation of the drycleaning equipment these handbills announced a one-cent sale . . . regular price for one garment, plus one cent for a second similar garment. The sale lasted two weeks and averaged 3,300 pieces each week. This swamped them with double the number of garments they had ever handled in a peak week as a press shop.

This period pointed out to the

Chortkoffs their ignorance of drycleaning problems. There was a complete lack of control through the entire process. Their out-of-date pen-and-ink method of marking contributed to losses and mixups that caused over \$300 in claims during this August sale period. The place was a shambles, according to the owners, but with extra shifts and long hours the work was finally handled.

Rails and rearrangement

In desperation the Chortkoffs turned to an outstanding local equipment and engineering firm and gave it a free hand to straighten things out. The first move was to rip out all the old hanging racks, rearrange the equipment, and install slickrails. Hanging racks had amounted to five 10-foot lines; these were replaced with two garment conveyors with a capacity of 2,200 garments. Needless to say, the marking system was modernized, too.



Statement of policy in call office expresses firm's personal interest in each customer



Personal attention to customers on part of management is another way to build goodwill. It's another way to merchandise

Blankets get the royal treatment here

Strangely enough, they were able to retain an average of 2,100 pieces per week of the drycleaning after the sale weeks. This and the other services have been considerably increased since then, thanks to their balloons and bubble gum efforts.

Women and children first

Primarily, customers' children get plenty of attention. Each child can always count on either a balloon, a piece of bubble gum, or candy . . . sometimes all three. This is a neighborhood with few private homes, and consists mainly of apartment houses with rentals running between \$50 and \$60 per month for the low-income residents. The treats are quite an event for most of the children.

Mothers aren't forgotten, either. Through a local florist 300 to 400 flowers, either orchids or carnations, are distributed at least once each month on one or another Friday afternoon to the ladies. Quite often a husband will be tendered an orchid, with a suggestion he take the little woman out to dinner . . . which doesn't go unnoticed by the wife.

Not so often, but with increasing frequency, there are gifts of tiny vials of famous-brand perfumes and colognes for the ladies. Such items are

always of superior quality, and the impression is conveyed, although not in so many words, that they are tokens of Hollyway's appreciation of the customer's business rather than premiums for large orders.

"Blarney" is listed in the dictionary as "flattering talk," and is used here to explain what appears to be a sincere interest by the Chortkoffs in their customers. Certainly no parent is offended by a well-meant compliment about her child, or her own appearance, according to Carl and Milton.

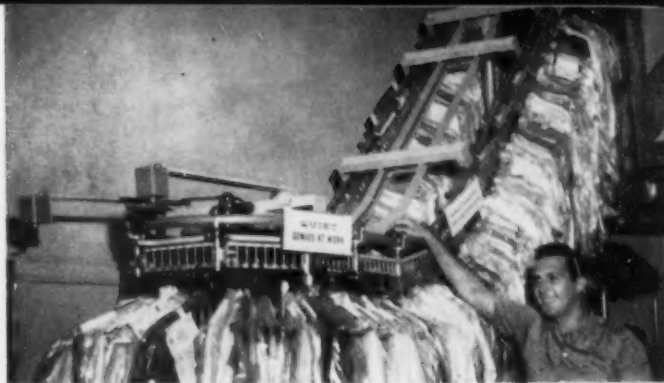
The attitude of the owners towards the customers is reflected in the friendly atmosphere of the whole plant. There isn't a sign in the plant pertaining to prices of any service. In fact, only one inside sign mentions a service in any way, and that's a prominent wall display that stresses the fact they *are* responsible for any garment they accept for drycleaning! It is hoped the customers will take it for granted the Hollyway services are just

naturally superior, instead of having doubts stirred in their minds by signs extolling the virtues of one cleaning method over another.

The laundry service had to be augmented by more cash-and-carry business as soon as the routes were cut down. To do this it was decided to promote the finishing of wash pants and washable sports shirts, delivered on hangers and bagged in pliofilm. Dress shirts are still farmed out, as is flatwork from the laundry bundle if finishing is requested. Washable sport shirts on hangers are 42 cents, wash pants on hangers bring 53 cents, dress shirts delivered on hangers are also 53 cents with each order wrapped in pliofilm.

Another profitable item for the quick-service laundry has proved to be shag rugs. Washing and dyeing of these items averages \$175 per week now. Cash-and-carry wash-and-dry service runs \$400 per week, plus an-

Continued on page 71



Conveyors have provided more storage space; speeded customer service



Keep Motors Tiptop By Spotting Danger Signals

Check list helps keep you out of trouble

By **JOSEPH C. McCABE**

EVERY WEEK . . . motors should get a quick inspection while at work. Here's where eyes, ears, hands and nose work to spot troubles. No fancy instruments; just look . . . listen, feel, smell. Following tips cover d.c., but you can adapt them for a.c.



MOTOR LUBRICATION

. . . in sleeve bearing can be checked by making sure the oil ring is turning, carrying oil from reservoir to the shaft. There is no such simple check for anti-friction-bearing lubrication.

SPARKING BRUSHES

. . . may mean motor's overloaded, poor brush tension, or flat spots on commutator surface.



TROUBLE SOUNDS

. . . can be picked up by the old ear-to-ground trick. Good check for worn balls or loose inner race in anti-friction bearings.

CLEAN MOTOR

. . . with rag (not waste) after shutting down machine. You may have to blow out windings, too, in dusty locations. If so, keep air pressure between 25 and 40 p.s.i.



WATER DRIPPING

. . . from overhead pipes calls for dripproof motor frame. If water splashes around motor base it should be splash-proof.

WATCH FUSE SIZE

. . . especially if production men change fuses when blown. Should be 150 percent of full-load current for d.c. motors and about 200 percent for a.c. (see pp. 349 and 350 of National Electrical Code for actual values). Check thermal overload heaters, too (p. 151 of NEC).



Continued on page 30

how much does it

really cost

Many will answer this by quoting only detergent costs. Yet, detergent costs figured alone can be confusing, if not downright misleading even when favorable pass-up and wet cleaning figures are considered. Actually, your detergent costs are among the lowest in operating any dry cleaning plant.

To get at the right answer we must know how a good detergent influences other costs too, for instance, the absence of the need for careful classification. Sanitone 30-90 increases capacity in the cleaning room resulting in reduced costs with no attendant problems from excessive linting.

30-90's thorough cleaning action produces brighter colors, makes spotting EASIER and MUCH FASTER with fewer go-backs because of spots brought up in steaming or finishing. This faster production, too, can be measured in dollars-and-cents savings.

Because 30-90 makes less water do more work, finishing is faster, easier and production through steam-air equipment requires fewer touch-ups, big savings here. All of this adds up to a faster throughput in assembly. Makes lot systems work. Hence, when all costs are figured, Sanitone 30-90 is cheap to use. Best of all, this increase in quality at a low cost is obvious to your customers. Pleasing Soft-Set finish restores the like-new look and feel to garments. Wear wrinkles fall out, garments hold their shape longer.



*Write today. Learn how you can see first hand, in your own plant, what it costs to get the total beneficial effects of using NEW pace setting Sanitone 30-90.**

*Patents Pending



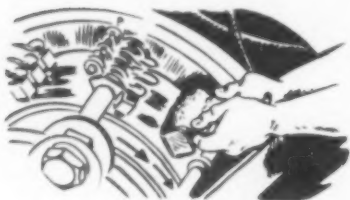
SANITONE DRY CLEANING SERVICE

A Division of Emery Industries, Inc., Carew Tower, Cincinnati 2, Ohio

In Canada
EMERY INDUSTRIES LTD.
639 Nelson St.
London, Ontario

Continued from page 28

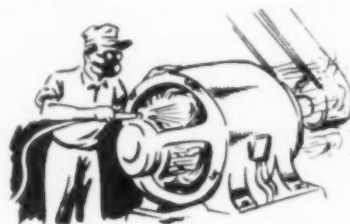
EVERY SIX MONTHS ... take motor out of service for complete check while on foundation. In addition to tips below, check brushes for chips and worn pigtails. When machine is clean replace brushes and measure spring tension with small tubular scale. Keep at 2-3 p.s.i.



COMMUTATOR SANDING

... removes brush scoring. Never use emery paper. If mica is high, undercut the commutator. For minor flat spots or grooves use stone rather than sandpaper.

BLOW OUT DUST
... after removing all brushes. Insist that lad doing the cleaning use goggles and respirator.



DRAIN OIL

... from sleeve bearings; then flush with kerosene or carbon tetrachloride. But with anti-friction bearings, first open relief plug, then "gun" till the clean grease shows up at the relief port.

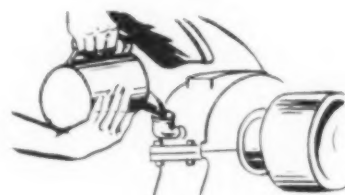
BRITTLE INSULATION
... can be located by squeezing. If leads or windings crumble to touch, take machine out of service for overhaul. Check for oil- or water-soaked windings.



TIGHTEN BOLTS

... on end bells and base. Then put it back on the line.

ADD CLEAN OIL
... after checking for bearing wear. With small motors you can spot worn bearings by joggling shaft. Measure air gap in large machines.



EVERY TWO YEARS ... give motor an all-out overhaul after taking it off foundation and into repair shop. In addition to a thorough cleaning and inspection, this check calls for use of ammeter, voltmeter, wattmeter and megohmmeter.



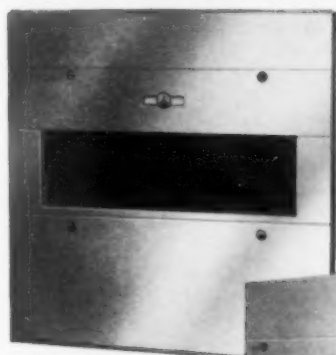
AMPS AND VOLTS

... can be measured with split-core instrument without opening motor leads. Most such instruments, and wattmeter, will measure a.c. only. Similar units are available for d.c. amps and volts. Record the readings as found under load before removing the motor.

Continued on page 32

Ask Haertel about

STORAGE VAULTS



VAULTMASTER VU-5



VAULTMASTER VU-2



VAULTMASTER VU-1

WHATEVER THE SIZE of your vault, there is a Haertel Vaultmaster package cold storage unit to give you automatic control of humidity, temperature, fumigation and ventilation. Nine models will handle any vault from 1,000 to 25,000 cubic feet. Air-cooled or water-cooled.

You can build your storage vault the exact size that fits your business and still enjoy the convenient, fully automatic control and economy of Haertel single-package vault equipment. There is a Haertel package unit to fit any vault from 1,000 to 15,000 cubic feet or larger.

All Haertel vault equipment is job-tested in our own research plant . . . and by thousands of satisfied customers. All equipment is backed by our 30 years in the garment—storage business.

You, too, can benefit from this experience. Ask Haertel for the answers to your garment storage problems.

WALTER HAERTEL COMPANY



FOR YOUR GARMENTS

2840 Fourth Ave. South
Minneapolis 8, Minnesota

WALTER HAERTEL CO., 2840 Fourth Ave. S., Minneapolis 8, Minn.

- ☐ Please send me your free brochure, "Changing Space into Profit," that tells me how to get into the storage business.
- ☐ Please have a Haertel man call to look over my plant and answer my specific questions.

FIRM NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SIGNATURE _____



Continued from page 30

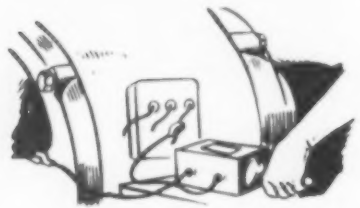
CLEAN MACHINE

...with compressed air, using small tapered nozzle.



MEASURE AIR GAP

...on all sides of rotor. If gap above rotor is greater than below, bearings may be worn.



MEGOHMMETER READING

... gives value of insulation resistance in megohms. Record reading and correct for temperature.

TAKE MOTOR APART

...for thorough cleaning and inspection; bearings, connections, commutator, coil ends, etc. If the commutator is badly scored, turn it down in lathe. Then undercut the mica between bars.

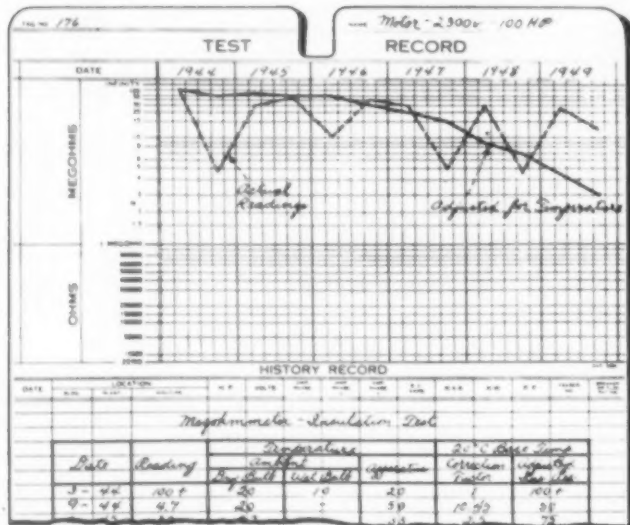


REVARNISH WINDINGS

...using brush or dip depending on size. After dipping bake in oven at 100°C. for 3 to 10 hours. Special varnishes are available to protect against acid fumes.

KEEPING RECORDS

Please, please find ways of keeping motor records ...



KEEP TEST RECORD

...for each motor with running pilot on insulation resistance. You can safely drop the data on lower part of card shown. Then use it to record motor location, hp., volts, amps, kw., p.f., etc.

By comparing today's instrument information (power, p.f. and insulation resistance) with previous values you can get a true picture of motor health. Don't try to get fancy with your record keeping or you'll get bogged down with paper work. But do keep simple records in ink.

Continued on page 90



*The Beginning of
a Most Profitable
Operation for you...*

Across America and Canada Make Sure **DETREX** Equipment



Location Surveys—Traffic and population studies to determine the most advantageous plant site.

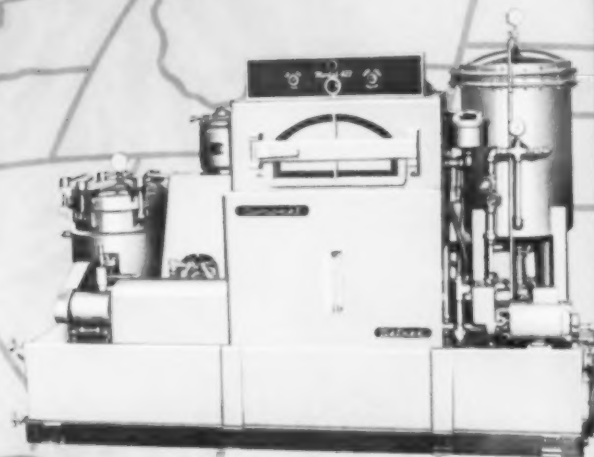


Engineered Installations—The right equipment properly arranged and set up to do the best possible job.



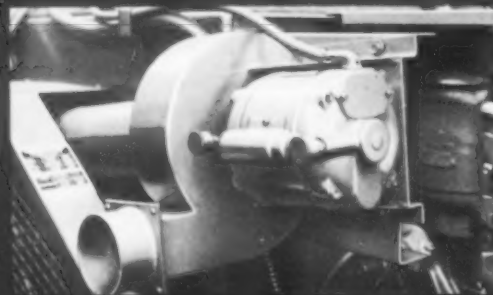
Financing and Leasing—Easy payments or liberal lease plan put you in business with minimum capital.

Once a Detrex owner, always a Detrex owner — because when you do business with Detrex you are supported and assisted by a force of factory and distributor representatives without equal in the industry. Here are trained men who know every phase of a drycleaning operation.

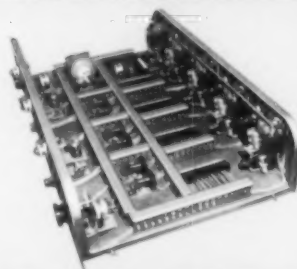


Detrex Coronet—The smallest Detrex machine but with a big capacity for turning out quality work. Same sturdy construction and smooth operation as its bigger brothers. Model 422, single bath, 80 lbs. capacity per hour.

No Machine Is Built Better Than a DETREX



The quality materials, durable construction and painstaking workmanship that go into the various parts of every Detrex machine are illustrated in these two close-up photos. Left is one of the extra capacity exhaust fans with quiet running oversize motor. Right is a typical electrical control panel, simple and trouble-free with machine-tooled industrial type components.

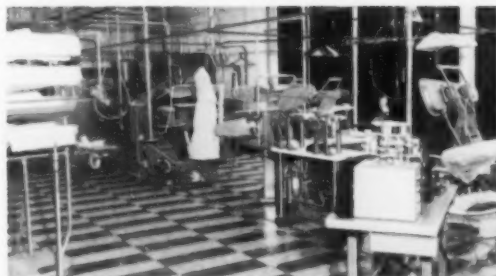


More Than 300 Specialists Performs with Peak Efficiency

ation from the ground up. Here are experts that see that your Detrex equipment is installed properly, operates efficiently and is serviced regularly. Here are trained specialists that make your planning easier, your operation more efficient and your profits more substantial.



Detrex Synth-O-Saver—A marvel at solvent recovery and conditioning clothes for faster, easier finishing. Model 326A, illustrated, automatically controls the time cycle for every type of fabric and every size of load.



Work Flow Systems—Scientific arrangement of operations produces greatest efficiency at smallest cost.



Complete Parts Stocks—Regardless of your location a distributor is near to quickly supply Detrex parts.



Service Follow Through—Distributor—factory "trouble-shooters" speed handling of service problems.

Detrex Service Really Pays Off



Ray Heavrin, owner of LaSalle Cleaners of Wadsworth, Ohio, recognizes the importance of doing business with reliable distributors and manufacturers. He says, "Forty years in the industry taught me that you must consider parts and service facilities of the manufacturer when purchasing equipment. When I purchased all Detrex equipment, I was guaranteed these services."

CLIP OUT AND MAIL FOR MORE INFORMATION

DETREX CHEMICAL INDUSTRIES, INC.
Box 501, Detroit 32, Michigan

Please send me the following literature:

- ☐ Drycleaning Catalog ☐ Press Literature
☐ Shirt-finishing Literature ☐ Conveyor Literature
☐ Send me information on the lease plan.

NAME

COMPANY

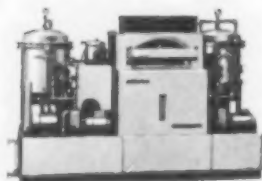
ADDRESS

CITY ZONE STATE

THE PRACTICAL WAY TO BUY — DETREX LEASING AND TIME PAYMENT PLANS

CORONET

Made-to-order for
Low Volume Operators.
Single-Bath Model 422.
80 lbs. per hour.



SYNTH-O-SAVERS

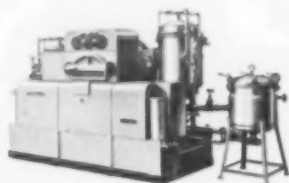
Standard Model 326,
Automatic Model 326A.
35 lb. capacity.

Standard Model 340,
Automatic Model 340A.
50 lb. capacity.



MONARCH

Ideal for operators in
Medium-Low range.
Single-Bath Model 527.
Two-Bath Model 527S.
140 lbs. per hour.



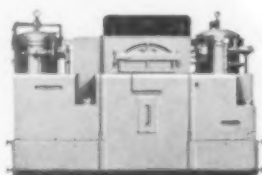
CONVEYORS

Dialomatic controlled
for automatic delivery
of drycleaning or
laundry bundles.



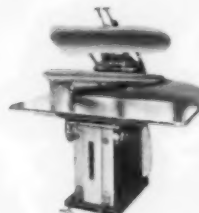
DIPLOMAT

Meets the Needs of all
but Biggest Operators.
Single-Bath Model 560.
Two-Bath Model 560S.
200 lbs. per hour.



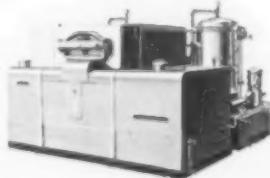
PRESS EQUIPMENT

Complete line of
Foot-operated and
Air-operated models



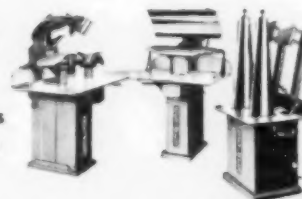
AMBASSADOR

Highest Capacity in the
Synthetic Field.
Single-Bath Model 600.
Two-Bath Model 600S.
300 lbs. per hour.



SHIRT-FINISHING EQUIPMENT

Complete Package Units
and Specialized Types



LITHO IN U.S.A.

BUSINESS REPLY CARD

No Postage Stamp Necessary if Mailed in The United States

FIRST CLASS
PERMIT NO. 9288
Detroit, Mich.

5c POSTAGE WILL BE PAID BY —

DETREX CHEMICAL INDUSTRIES, INC.

BOX 501, DEPT. K-900

DETROIT 32, MICH.



Mail this Post Card TODAY

for complete information on Detrex equip-
ment, financing terms or leasing plan. Just
fill in and mail, no postage required.

DETREX

CHEMICAL INDUSTRIES, INC.

BOX 501, DETROIT 32, MICHIGAN

TRANSFORMATION of an unattractive old building into an eye-catching business place has been accomplished by Dick Carver, who owns and operates Majestic Drive-In Cleaners in Portland, Oregon. When Dick bought the plant two years ago it had one thing in its favor; the previous owner had had the foresight to provide drive-in facilities.

Located on the corner of a busy

By LOU BELLEW

thoroughfare, the building was roughly in the shape of a triangle, formed by the side street coming into the main street at a considerable angle. Drive-in facilities had been provided by simply cutting a passage through the corner of the building, leaving a triangular 10-foot section of the old

walls to support the roof at the corner of the property.

When Mr. Carver took over the plant he at once began various promotions to increase his plant volume. Business did pick up a bit but not as quickly as he had anticipated. The answer came to light as soon as he began questioning the customers as to their likes and dislikes. It was found that the ladies, especially, disliked "driving into a tunnel."

Looking at the drive-in area with this point in mind (although the idea seemed ridiculous when he first heard it) Dick quickly saw the plant in a new light. The corner section of the old walls did indeed give this first impression since it cast considerable shadow over the drive-in area and did make it somehow resemble a tunnel entrance.

To open up the drive-in, the wall sections were removed and replaced by modern-design pipe supports with a decorative brick-enclosed planter as their base. This low decorative brick effect was even carried along under the glass front of the call office. An attractive awning over the windows and a flashy overhead neon sign were the finishing touches that completely transformed the old building into a modern-looking plant.

Volume since that time has shown a steady and gratifying increase. # #



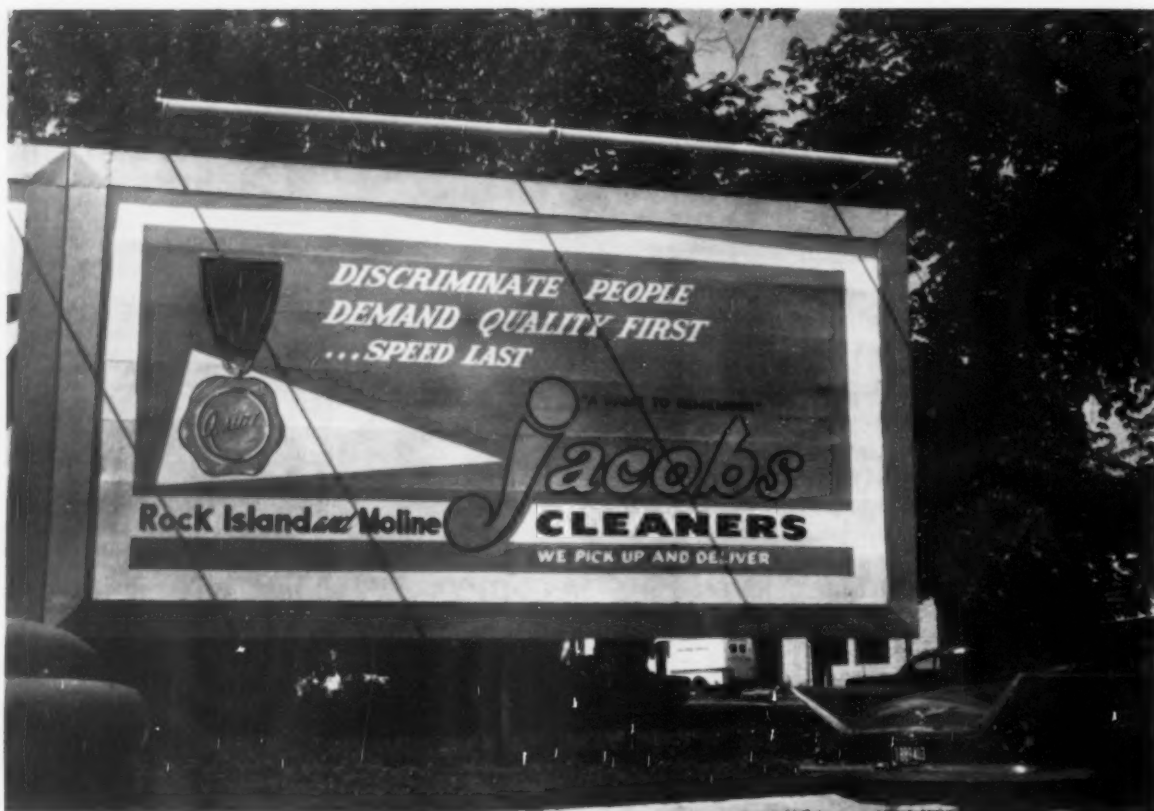
Before and after pictures show changes on building corner which removed hidden fears of women motorists

*Remodeled building becomes
a real business-getter*

New Front Improves Drive-In Business



Do You Want to Build Your



Attractive billboard ads build prestige for plant on year-round basis

A Sideline on a Sideline!

Some customers who use the orchid service of Jacobs Cleaners for their drycleaning consistently have started bringing tablecloths, men's shirts and sport shirts to the plant—asking that they, too, be handled on a hand-finished basis. The plantowners recently hired a woman who processes these items in her home and returns them to the plant on a two-day service.

Sport shirts are priced at 60 cents apiece, hand-finished shirts (returned on hangers) at 50 cents, and tablecloths up to \$3.50.

During an average week this type of extra customer service produces \$50 in additional revenue for the plant. Charges are based on the amount of time required by the woman to process the work at home—and an additional 20 percent added by the plantowners.

Advertising . . . good

By HARRY YEATES

A DE LUXE SERVICE backed up by plenty of advertising on a year-round basis has been a big factor in building prestige for Jacobs Cleaners, Rock Island, Illinois.

Located in one of the top residential sections of the city, plantowners Orville and Ester Crossley use an "orchid service" sideline as an excellent tool to sell the quality of work produced in their plant. By concentrating on de luxe service, the plantowners were able to report a 10 percent increase in sales for the first six months of the year. Right now this service accounts for almost 15 percent

of total yearly volume. The plant operates with 18 full-time employees. Two routes serve surrounding neighborhoods.

Base price for a man's suit or lady's dress is \$1.50. De luxe service is priced at \$1 above regular services, but prices can range anywhere from \$3 to \$4 above this amount, depending on the type of garment.

De luxe service starts when the route salesman picks up a garment from the customer. Orders for custom

NATIONAL CLEANER & DYER

Plant's Prestige?



Plastic hangers for fancy dresses give a glamorous touch to finished garments in de luxe service.



Plenty of tissue paper is inserted in sleeves after de luxe service garments have been hung on molded wooden hangers



Hand-finishing is routine when processing orchid service garments at Jacobs Cleaners

packaging and custom service help here

cleaning are placed in canvas bags labeled with the name of the plant. This makes customers feel their garments are being handled with special care even before they are processed in the plant.

All incoming garments for de luxe service are flagged by the route salesman with a tag that reads "custom de luxe service." At the mark-in area these orders are divided from regular loads and processed separately. Before cleaning in the plant's petroleum washer, they are thoroughly inspected and prespotted by Mr. Crossley.

As part of the de luxe service, all

garments are placed in individual nylon nets before cleaning. Once a week a special powder is added to the solvent to help combat perspiration odors, make garments mildewproof and to protect them against moths. These extra supplies cost about \$4 per week per load. But it gives an excellent talking point when advertising de luxe cleaning service. As Mr. Crossley noted, "We advertise the fact that we don't spare costs when it comes to doing a really superior cleaning job."

All silk loads are sized in the wheel during the cleaning process. Previously, the plant used to size garments in

a separate tub. Now it's being done in the wheel with the same satisfactory results.

To protect fancy beaded dresses, they are placed in a drying cabinet rather than tumble-dried. In the finishing department garments in the de luxe service are handled by two skilled operators who work exclusively on this type of apparel. Linings are ironed by hand and a minimum amount of machine finishing is applied on coats and suits. Here again, close inspection by plant management assures a better finished garment. The finishing of all

Continued on page 42

GIVE YOUR SOLVENT

THE DARCO[®]

- 1** Tear a clean piece of white cotton or rayon in half.
- 2** Run one piece through your washer.
- 3** Dry it, press and compare with the other piece.

*If the "cleaned" half looks gray,
you've got dirty solvent.*

Call on Premium DARCO!



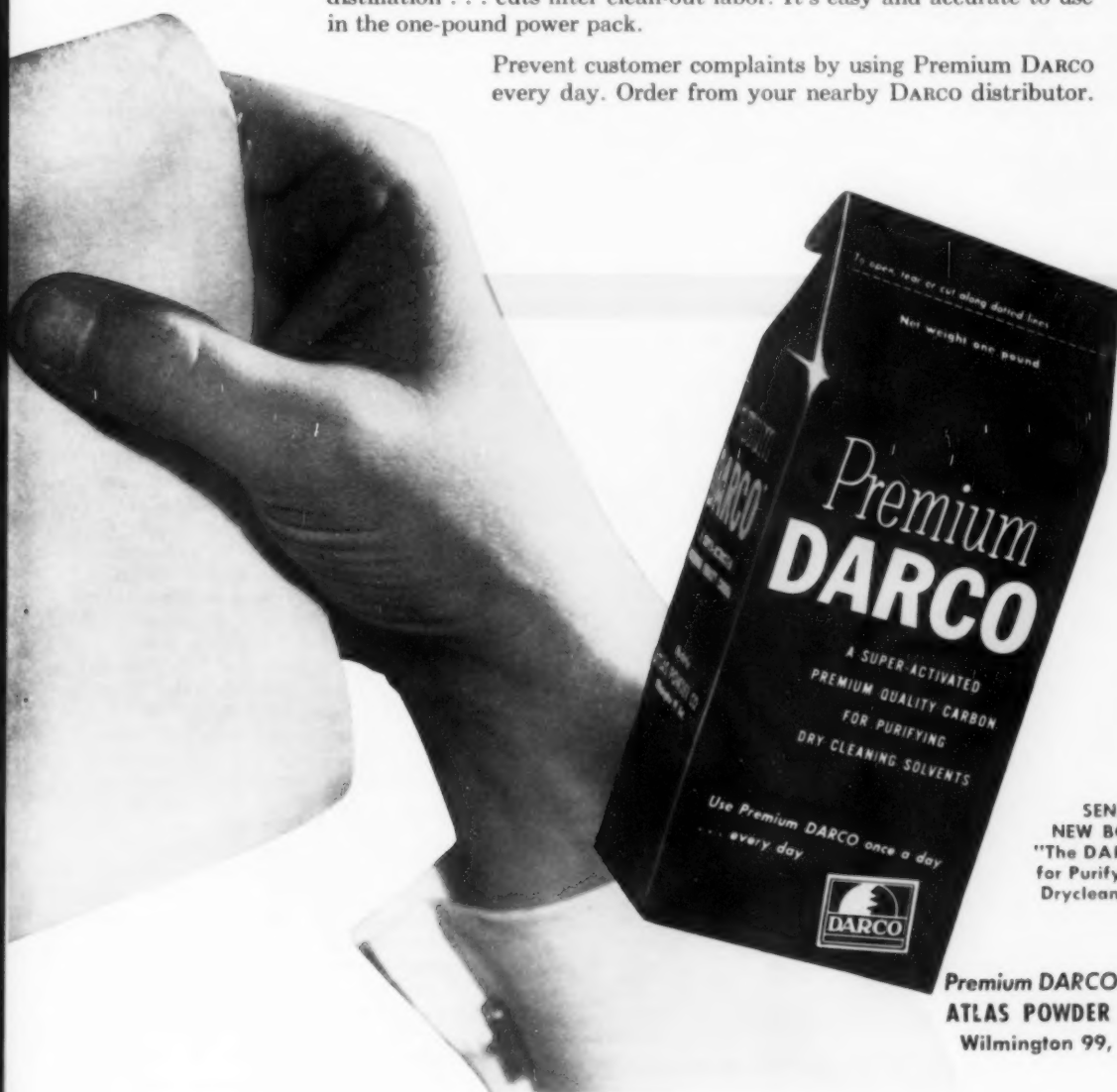
WHITENESS TEST

Premium DARCO is the high-powered carbon developed especially for modern cleaning baths. It's specially good with new light-colored detergents that show color build-up quickly.

It's the sure way to stop "solvent soil" . . . takes out every bit of color, fatty acids, non-volatiles and other impurities when used every day.

Premium DARCO saves detergent and solvent . . . practically eliminates distillation . . . cuts filter clean-out labor. It's easy and accurate to use in the one-pound power pack.

Prevent customer complaints by using Premium DARCO every day. Order from your nearby DARCO distributor.



SEND FOR
NEW BOOKLET—
"The DARCO Method
for Purifying Modern
Drycleaning Baths."

Premium DARCO is made by
ATLAS POWDER COMPANY
Wilmington 99, Delaware



Chemical added to washwheel once a week gives de luxe orders extra protection against moths and mildew



Incoming orders for orchid service are removed from individual bags and separated from regular loads

Continued from page 39

wool garments is supervised by Mr. Crossley while silks are personally inspected by his wife.

Packaging plays a big role in gaining customer acceptance of this service. Orchid service garments are returned to the customer on special hangers. Ladies' dresses are placed on colored plastic hangers. Two-piece dresses and suits are returned on plastic hangers complete with metal clips. These hangers cost about 15 cents each. Men's suits and overcoats are returned on molded wooden hangers costing 22 cents apiece. On an average, the plantowners use about 200 hangers a month for de luxe service garments.

The name Jacobs Cleaners is printed on the wooden hangers. Small gummed labels in an attractive black-and-white design follow the same logotype used on the plant's stationery and direct-mail pieces. These tags are coated with clear nail polish to give them a permanent effect. The tags cost about \$10 for imprinting and are re-ordered periodically. A hanging tag is also slipped on the hangers calling attention to the de luxe finishing service.

To promote de luxe cleaning throughout the year, the Crossleys fire a steady barrage of direct-mail pieces aimed at potential customers who have never used plant services. Postcards imprinted with institutional-type advertising give a soft-sell approach for new business. Mailings to some 1,000 people are made twice a month. Names are supplied by various clubs, social organizations and women's clubs in the city. Mailing pieces to the plant's regular charge account customers are made once a month. Whenever a new customer uses orchid service the plantowners send a personalized note in longhand thanking them.

During the past year Mr. Crossley has used an extensive billboard advertising campaign throughout the city. Primarily, the billboard advertising is used to promote the name of the plant and creates a quality image in the mind of the customer. These billboards, incidentally, won top awards in an outdoor advertising contest as an example of good design in promoting drycleaning service. The billboards cost about \$50 per month on a rotating basis at 12 different locations.

A new panel truck carries out the purple-and-white motif of the orchid service offered by the plant. In this way, customers learn to associate Jacobs Cleaners with quality work. # #

NATIONAL CLEANER & DYER

**Flag your Specials with
Scotch No. 246 Colored Tape**

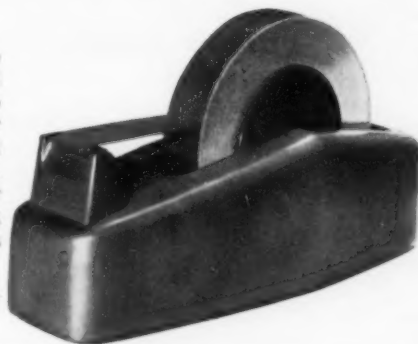


**...and group your orders with a loop
of "Scotch" Brand!**



You can do so much with so little "Scotch" No. 246 Colored Tape! Loop just an inch or so around the top of your hanger with the ends stuck together to form a tab—and you've got a flag that stands up and says "special". And use a short strip of No. 246 to group two or more hangers to be inserted in a single garment bag. "Scotch" Brand holds tight, yet customers can snap hangers apart easily.

Available in four colors (red, blue, green, yellow).



"Scotch" is a registered trademark for the pressure-sensitive adhesive tapes of 3M Co., St. Paul, Minn. Export: 99 Park Avenue, New York 16, Canada, London, Ontario.

MINNESOTA MINING AND MANUFACTURING COMPANY

... WHERE RESEARCH IS THE KEY TO TOMORROW





HERE'S THE SOLVENT THAT'S
3-WAYS BETTER!

• **LOW ODOR** • **FAST EVAPORATION** • **HIGH FLASH**

ESPESOL DriRex®

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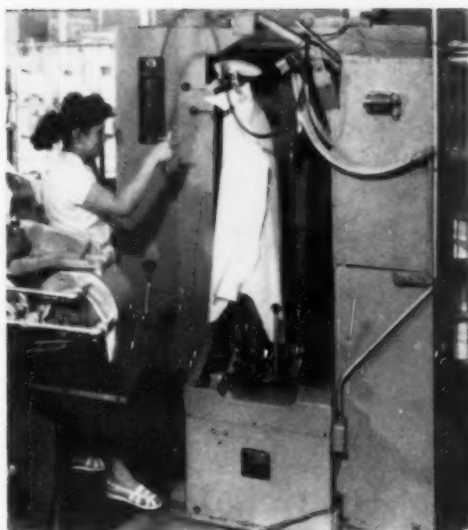
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These are a few of the several types of cabinet presses used to finish bodies and bosoms



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CHAPTER FIVE

THE DRYCLEANER and Shirt Laundering

Job description of bosom finishing

THIS CHAPTER will describe the different types of bosom presses and the job breakdowns for each. Which unit will best suit your needs depends on two factors: space and money available. The conventional-type bosom press can be used for other purposes such as wearing apparel, handkerchiefs, napkins, etc.

If your plant doesn't have enough shirts to keep the unit busy, the conventional type may be an asset. But if you can see a bigger potential in the very near future, it will pay you to put in the press you will eventually want, right at the beginning.

You may be advised to put in one type, and when your volume grows, replace the bosom press only. Changing any machine costs money, so if you can possibly start out with a permanent setup it will be to your advantage.

A cabinet bosom press will give you the highest production. If your volume potential warrants it, this is the one to buy. Also keep in mind that the training problem is simplest on the cabinet press. On the other side of the coin is the fact that this unit can only do shirts. Some plants in heavily populated school areas can develop a good volume of boys' shirts and even ladies' blouses. There are special-size bucks available on the cabinet jobs to speed up production and produce a better quality job.

On the matter of operators, it is better to have girls who produce at equal speed. Some plantowners feel that if they put a slow girl in a fast unit her speed will pick up. This works sometimes, and sometimes not. If the girl has the basic ability it's a good idea to put her in with faster workers off and on. It will help get

Continued on page 49

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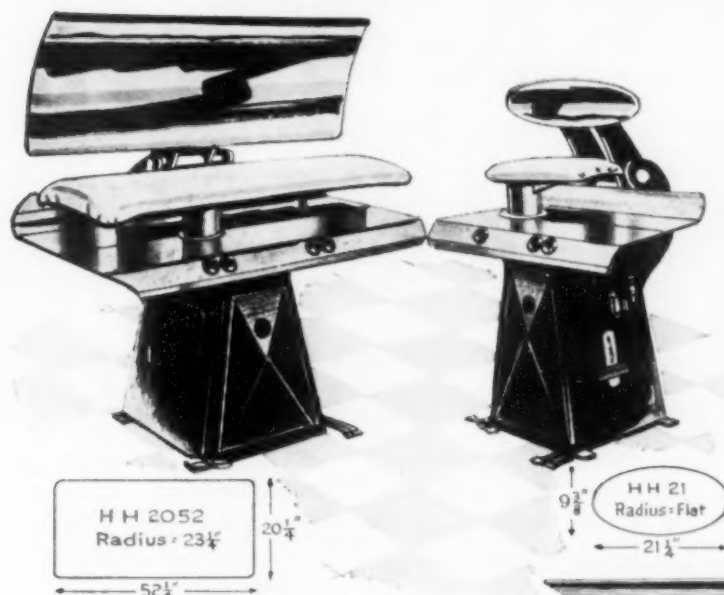
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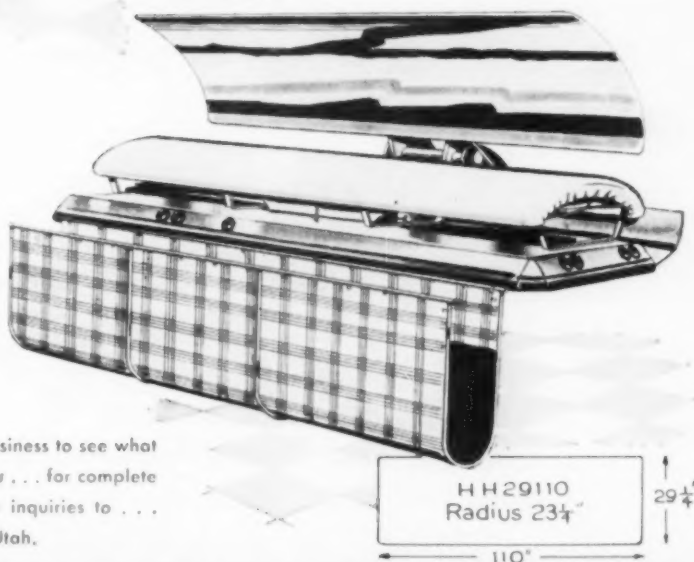


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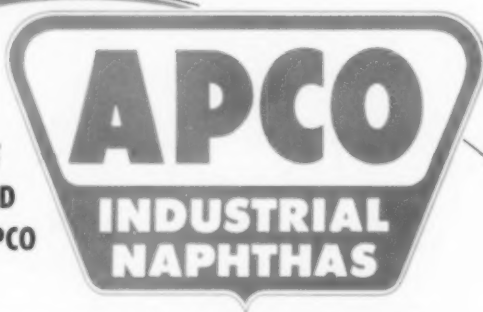
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Right arm is swung around buck while left arm hole is guided to left side of the buck



Right hand brings collar clamp into place



With both hands, grasp the back of shirt at the tail and snap it down tightly



Hold front tails taut and engage clamp to hold them in place

Continued from page 45

her into the swing. But if she doesn't have the ability it won't help. Remember, the unit is no faster than the slowest girl—even as a chain is no stronger than its weakest link.

Whatever equipment you decide upon, it is important for you to train the girls so they realize *they are the unit*, and what helps one, helps all. The sooner they realize this, the better they will work together. Here are the job descriptions of the various types of bosom and body presses:

Job Breakdown: I

Single and Double Cabinet Bosom Press IMPORTANT STEPS and KEY POINTS

Timer set for 15 seconds.

1. Put shirt on bosom press.

a. Grasp the shirt from the shirt post at the left of the operator by the collar, button in the left hand and the collar buttonhole in the right hand.

b. Swing the right arm over the buck, at the same time guiding the left armhole of the shirt onto the left side of the buck.

c. Continue to dress the shirt on the buck, bringing the right side of the shirt over the right side of the buck.

2. Lock collar in place.

a. Take hold of the collar band in each hand and set shirt up evenly using the front yoke line as a guide, hav-

ing the same amount showing on both sides.

b. Bring both ends of the collar band together, overlapping collar points.

c. With the right hand, bring collar clamp into place. Tap sides of collar with both hands, giving it a slightly oval effect, assuring that the collar will fit snugly.

3. Set yoke.

a. Smooth out both shoulders with the hands, starting at the collar and working outward.

If a shoulder attachment is to be used it is applied at this point.

4. Dress back of shirt.

a. With both hands, grasp the back of the shirt at the tail and snap it down tightly. This will give you a smooth yoke and shoulders, which is important when you are using a press designed to operate without a yoke press or attachment.

Note: The yoke of the shirt must be finished in some way. One manufac-

turer recommends a separate yoke press—another uses a shoulder attachment—the blower type. Some are designed to operate without any.

5. Set up front of shirt.

a. Leaving the back of the shirt, run both hands along the tails to the front.

Note: Most of the shirts on the market today are French fronts—the button-hole strip is not sewed down. If it is this type of front, as you bring your hands to the front tails end up with your index finger inside the strip, snap the front slightly. It will help to straighten out the lining. It may be necessary to take the left hand and smooth the front, especially on a new shirt. If you do this, use the left hand under the pleat and the right hand on top. Begin at the top of the shirt and run both hands down the front, the left one a little ahead of the right.

6. Fasten tail clamp

a. Holding both tails taut, step on tail clamp pedal. This will allow clamp to engage and hold tail in place. Since bucks have to be a standard size, there must be something to compensate for different size shirts. This is done by side expanders, which are activated by the same pedal as on the shoulder arms, which come out at the upper part of the form to keep the sleeve away from the body while it is being pressed.

Note: Blowers are used on some machines to compensate for different size shirts, and side expanders on others. All of these are activated by the same pedal as for the shoulder arms—which come out at the upper part of the

form to keep the sleeves away from the body while it is being pressed.

7. Send buck into cabinet.

a. Making sure the front of the shirt is not bowed and that there are no excess wrinkles behind the tail clamp, spray shirt if necessary.

b. With the left hand, give a slight pull at the center of the back tail (some models have mounted mirrors which enable the operator to see the whole back of the shirt) and at the same time, push button which will send the buck into the cabinet.



Shirt is removed with left hand on collar button while right hand grasps the right arm hole of sleeve

8. Remove shirt.

a. With the left hand at the collar button, pull the shirt off the press by placing the right hand under the right armhole, freeing the shirt from the right side of the press, and throwing it to the back of the buck, holding the collar band between the thumb and first two fingers, ending up with the shirt in your left hand.

9. Button shirt.

a. While you still have the shirt by the collar band in your left hand, swing it around the buttoner post and grasp the other end of the collar with your right thumb and the first two fingers.

b. As you pull the collar forward against the post, slip the index finger in front of the upper portion of the collar, exerting pressure in order to fold collar back.

c. Bring collar ends together and button by inserting half of the button into the buttonhole and then pushing it through all the way. Before you let the shirt drop down over the collar form, turn the shirt so the back will be toward the operator who is folding.

If the collar is properly arched when it is pressed, it will form easily at this point. When buttoning the collar, never lift up the points. Keep the hands on top while buttoning; this will eliminate breaking down or cracking.

Double cabinet bosom presses are available from most manufacturers. The press is basically the same. There are two bucks on the press, with one

set of press heads. This machine turns a 2-girl unit into a 3-girl, and naturally boosts production accordingly. No additional space is required when a double cabinet is used in place of a single.

**Job Breakdown: II
Rotating Type Double Buck**

In a unit of this type, one girl folds and one operates the bosom-body press, while the third girl operates the sleeve and two collar-and-cuff machines.

Other units of this type are set up so that the sleeve girl operates a double cuff machine and the bosom operator operates the collar machine. The folder in this unit usually buttons the shirt—unless her work falls behind—and then the bosom operator will button to help out.

1. Put shirt on buck.

a. Grasp the shirt from the shirt post to the left of the operator, taking the collar button in the left hand and the collar buttonhole in the right hand.

b. Swing the right arm over the buck, at the same time guiding the left armhole of the shirt onto the left side of the buck.

c. Continue to drape the shirt on the buck, bringing the right side of the shirt over the right side of the buck.

2. Lock collar clamp in place.

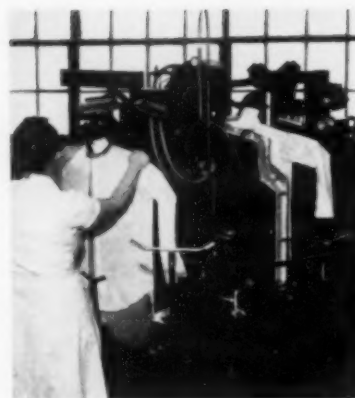
a. Take hold of the collar band in each hand and set shirt up evenly, using the front yoke line as a guide, having the same amount showing on both sides.

b. Bring both ends of the collar band together, overlapping collar points.

c. With the right hand bring collar clamp into place. Tap sides of collar with both hands, giving it a slightly



With hand still on collar button, swing it around buttoner post



An example of the rotating type double-buck bosom press

oval effect—thus assuring that the collar will fit snugly.

3. Set yoke.

a. Smooth out both shoulders with the hands, starting at the collar and working outward. (If the machine has a yoke attachment, it is applied at this point by pressing the two green buttons.)

4. Dress back of shirt.

a. With both hands grasp the back of the shirt at the tail and snap it down tightly. This will give you a smooth yoke and shoulders, which is especially important if you are using a press designed to operate without a yoke press attachment.

5. Set up front of shirt.

a. Leaving the back of the shirt, run both hands along the tails to the front.

Note: Most of the shirts on the market today are French-fronts and the buttonhole strip is not sewed down.

b. If it is this type of front, bring your hands to the front tails, ending up with your index finger inside the strip. Snap the front slightly. It will help to straighten out the lining. It may be necessary to take the left hand and smooth the front, especially on a new shirt. If you do this, use the left hand under the pleat and the right hand on top. Begin at the top of the shirt and run both hands down the front, the left one a little ahead of the right one.

c. Put each tail in behind the tail clamp separately. Place the palm of the left hand on the front of the shirt, and with the right hand push the expander-blade handle—enough to take up the slack on the side of the shirt. With the right hand tug the center of the back tail, and step on the right pedal with the left foot. This will send the buck around into the pressing position, and bring the second buck around in front of the operator.

Continued on page 54

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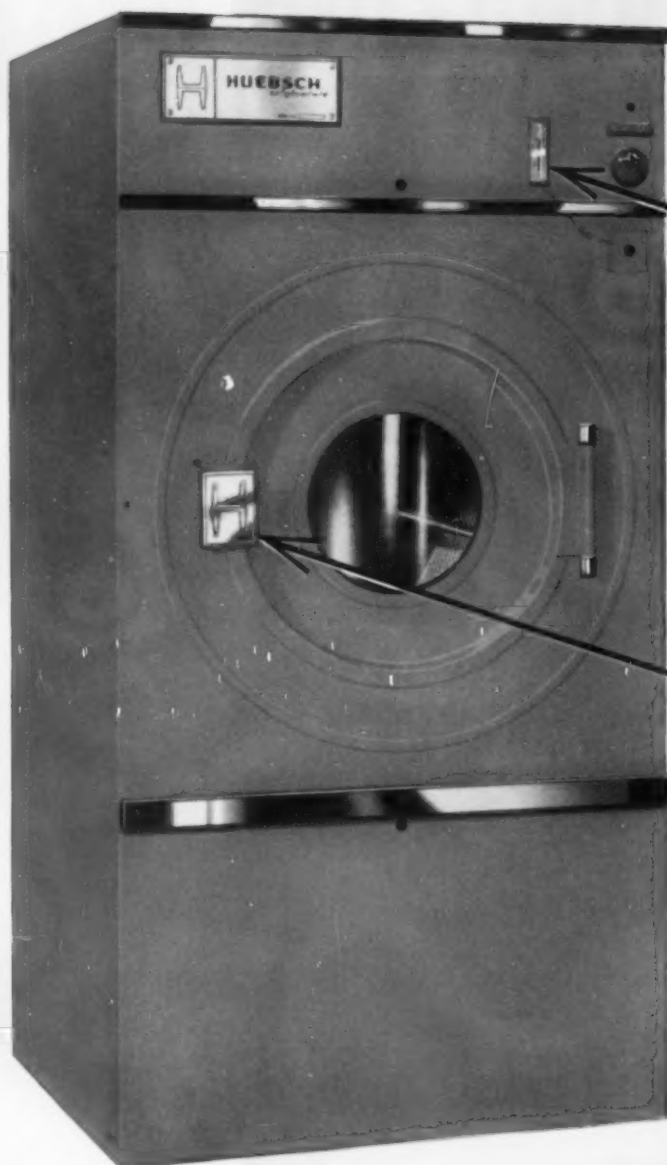
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On this press the left end is used for the bosom; the right end for the body of the shirt. The shirt front is done in one lay.

Continued from page 50

6. Remove shirt from press.

a. Take the right shoulder in the right hand and the collar button section in the left hand. Draw the right shoulder back off the buck. Still holding the shirt with the left hand, drape it over the buttoner post—label down. *Note:* There is a green light at the operator's right foot. This will light 4 to 5 seconds before the bucks are to rotate; If the operator is not ready for the machine to move, she can step on another pedal—which will keep the press from rotating, but will not interfere with the opening of the press. The press has a timer that may be easily reset for any reason. A unit like this is made for high production.

Job Breakdown: III Conventional Type Bosom-Body Press

1. Put shirt on bosom press (assuming the shirt is on the table to the left of the operator).

a. Take both ends of the collar in the left hand and the tail of the buttonhole strip in the right hand.

b. Pass the right hand around the collar block, at the same time releasing the buttonhole side of the collar. Pull the shirt toward you until the collar band comes in contact with the collar block.

c. Now that you have some tension there, let the left hand slip down the button strip to the tail. You now have both fronts on the press.

2. Set up the collar.

a. With both hands, bring both ends of the collar together, making sure that the collar button is setting in the button recess.

b. Let the right hand hold the collar in place, and with the left hand close the collar clamp.

3. Set up shirt fronts.

a. With the right hand at the end of the tail, snap the buttonhole strip. If it is a French-front shirt (the pleat is not sewed down), starting at the collar, with the fingers of the left hand on top of the pleat and the thumb underneath, run the hand down to within 6 inches or so from the end of the tail.

b. With the right hand, snap the button strip. This side will not need as much attention as we gave the front pleat.

c. Being sure that the fronts of the shirt form a keystone—or "V" as pictured—hold the fronts with your left hand, and bring the tail band over to hold the tails in place.

d. If wrinkles appear at the pocket area, place the left hand on the front pleat next to the pocket, and smooth the pocket away from you with the other hand. (Holding the pleat will keep the shirt from bowing.) Being sure that there are no wrinkles under the tail band, spray the shirt where or when necessary.

4. Close the press.

a. With one hand on each of the two levers under the table at the front edge, press with a slight upward motion. This will close the press. After the press has been closed for a few seconds, the collar clamp will automatically open.

Note: At this point the operator leaves the press to do either the collar and cuffs or the yoke, depending upon the type of unit she is operating.

5. Remove shirt from the bosom press.

a. To open press, step on the pedal with the right foot. This will open the

press and also release the tail band, leaving the hands free to remove the shirt.

b. With the left hand, take hold of the back of the shirt near the label. Give it a slight pull to free the shirt from the buck.

c. Carry the shirt up and over the collar block, and along the press, dropping the collar at the right end of the buck. This will leave the shirt in position for the backing operation.

6. Press back of shirt.

Note: The right hand of the buck on this press has a cut-out on each side for the sleeve to fall in, so that no unnecessary wrinkles are pressed into the sleeves.

a. The proper position for backing the left half of the shirt is to have the side seam run diagonally from the far corner toward the center of the buck. Putting the shirt on at this angle matches up the unfinished part where we "keystoned" the front of the shirt.

7. Close press for a count of three to four.

a. Same procedure as described in Step 4.

8. Make second back lay.

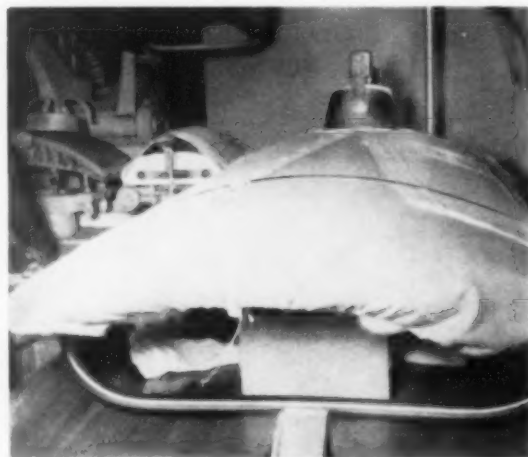
a. As you open the press, take hold of the damp part of the shirt. Shaking it slightly will free it from the press.

b. With both hands placed on the shirt in the center of the back, push the shirt over until the right seam runs diagonally from the cut-out away from the operator toward the center of the buck.

9. Close the press.

a. Same procedure as described in Step 4.

Note: At this point the operator takes her next shirt in her hand and steps on



On this type of buck the shirt fronts should form a keystone or "V" as shown

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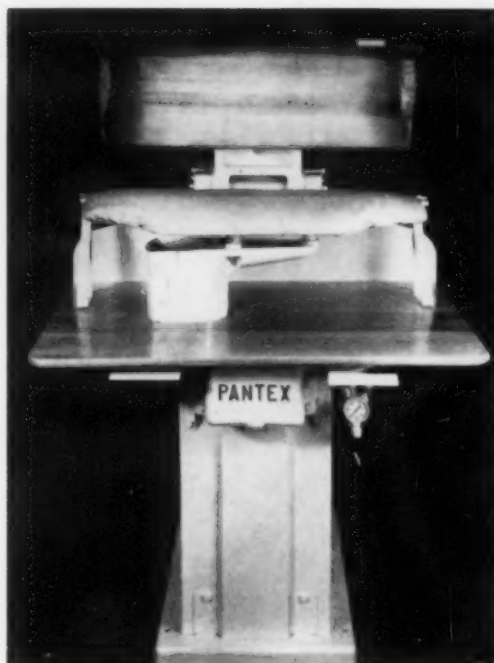
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When finishing left-hand side of shirt back, the side seam should run diagonally from far corner of buck to center of press



This modified version of the conventional press is for small-volume plants. It requires two lays to do the shirt front

Job Breakdown: IV Conventional Two-Lay Press

This press is used with a conventional collar, single cuff, and yoke press.

When the shirt is taken from the yoke combination press, it is removed by taking hold of both shoulders. Pull toward you and drop the shirt on the table, with label facing down. This will leave the back of the shirt tail accessible to the operator. The buck on this press is cut out on each end at the front. The purpose of this is to allow the sleeve to drop in, so as not to press in any unnecessary wrinkles.

1. Press left back.

a. With both hands grasp the shirt on the table by the back tail.

b. Slide it onto the buck, guiding the left armhole so that the sleeve will drop into the cut-out section. This will prevent any unnecessary wrinkles in that area.

2. Close press.

a. With one hand on each of the two levers under the table at the front edge, press with a slight upward motion. This will close the press.

3. Press right front.

a. With the right foot step on release pedal. This will leave both hands free to grasp the shirt. Slide it to the left, enough so that when you pull the shirt toward you, the other armhole will not be caught on the end of the press.

b. Continue to pull the shirt toward you until the right front is on the buck. Take the collar in the left hand and the tail in the right hand, and snap it taut. Then place the collar point into the collar clamp, smoothing out the shirt and spraying where necessary.

4. Close press.

a. Repeat instructions as given in Step 2.

(At this point the operator leaves the press for either the folding, or for the collar, cuff and yoke press.)

5. Press right back.

a. With the right foot step on the pedal to open the press, leaving both hands free to take hold of the shirt.

b. With the left hand take the collar from the clamp and transfer the collar to the right hand. With the left hand, push the tail of the shirt to the left end of the tray.

c. With the center of the collar still in the right hand, take the left tail and sleeve, and toss the shirt over the buck. Continue to push the shirt over

until the right sleeve has dropped into the cut-out.

6. Close the press.

a. Repeat instructions as given in Step 2.

7. Press left front.

a. With the right foot step on the pedal to open the press. Both hands being free, take the sleeve at the elbow with the right hand, and the tail in the left hand. Pull the shirt over the buck toward you, guiding it to the right, to keep the armhole from being caught in the cut-out.

b. When the left front of the shirt is on the buck, take the collar in the right hand and the tail in the left hand and snap it taut.

c. Now place the collar in the collar clamp, and smooth out the front pleat. If it is a pleat that is not sewed down, be sure the lining is flat. Spray where necessary.

8. Close the press.

a. Repeat instructions as given in Step 2.

9. Remove shirt.

a. Open press with the foot pedal, and remove shirt by taking collar with the right hand, and free the shirt from the clamp by pulling it to the right.

b. Turn collar, and button collar—letting it drop over buttoner post. # #

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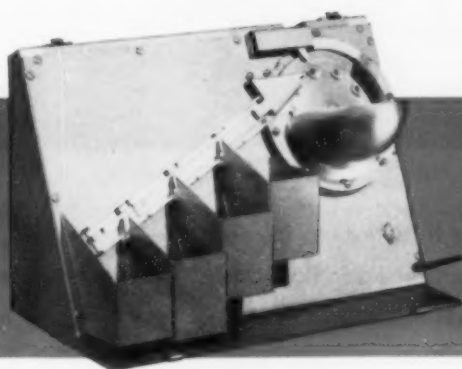
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Each of Adco's 65 Sales Representatives is a trained Drycleaning Technician with a background of plant management, and more often than not, an Institute graduate and former plant owner. It is the job of these 65 men to service all Adco accounts—not just to sell Adco products.

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It is their job to be sure that your solvent is maintained in the proper condition to assure maximum benefits from the use of Adco products. A RECORD IS MADE OF EACH SERVICE CALL AND A COPY LEFT WITH THE SUPERINTENDENT AND THE OWNER SO THAT AT ALL TIMES YOU KNOW THE FACTS PERTAINING TO YOUR CLEANING ROOM EFFICIENCY.

Adco, INC., SEDALIA, MO., Manufacturing Chemists Since 1908



ADCO'S

MODERN METHOD OF CLEANING

"FEATURES"

CLEAN SOLVENT • CLEAN DETERGENT • CLEAN MOISTURE
WITHOUT
DETERGENT LOSS OR DISTILLATION!



How This Is Accomplished

Adco's detergents, XXX Dri-Sheen for Petroleum Solvent Plants and Perk-Sheen for Perchloroethylene Plants are both completely soluble in your solvent. This means they are not removed by use of "Klean," Super Activated, Vegetable type Carbon.

What This Means To You

By keeping your solvent in sweet, pure, fresh condition from load to load, means you get full use of your detergent—immediate removal of *all* impurities in your filter by "Klean." Being a vegetable type carbon, "Klean" removes not only color from your solvent but also removes the fatty acids and non-volatiles that are so harmful and create odors, swales and redeposition.

Remember . . .

Adco's "Klean," Super Activated, Vegetable type Carbon is the only carbon which is able to remove *all* harmful impurities — color, fatty acids and non-volatiles from your solvent! Old type mineral carbons remove only color, therefore, sweetener powders and dis-

tillation are a necessity and at great increase in operating cost! Even when a plant distills periodically, experience shows that either sweetener powders are used between distillations or you have a build up of impurities that hamper cleaning efficiency. Distillation removes detergent, so most cleaners prolong periods between distillations. This means poorer cleaning for days before distillation. The use of Adco's Soluble Detergents, plus continuous solvent care thru the removal of impurities in the filter by the use of "Klean," assures uniform quality each load and at a cost of, in many cases, 25% less.

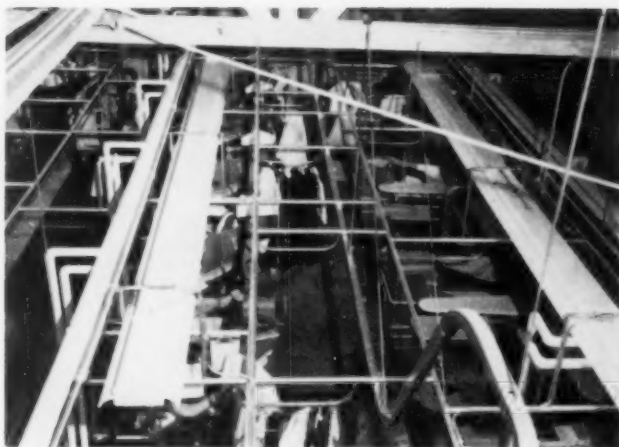
Adco wishes to prove to you in your plant and on a guaranteed basis that the above is true and practical. You pay for nothing until you are completely satisfied.

One of Adco's 65 trained Drycleaning Technicians will install our method in your plant, no loss of time or radical change in procedures. No additional equipment necessary. Works with all Conductivity or Humidity Controls.

Adco's method keeps solvent sweet and pure at all times. Enables you to use Adco Size in the wheel—cuts finishing time 15%!



Plant manager Ray La Bart at double-rail conveyor which leads to "tickle" or assembler



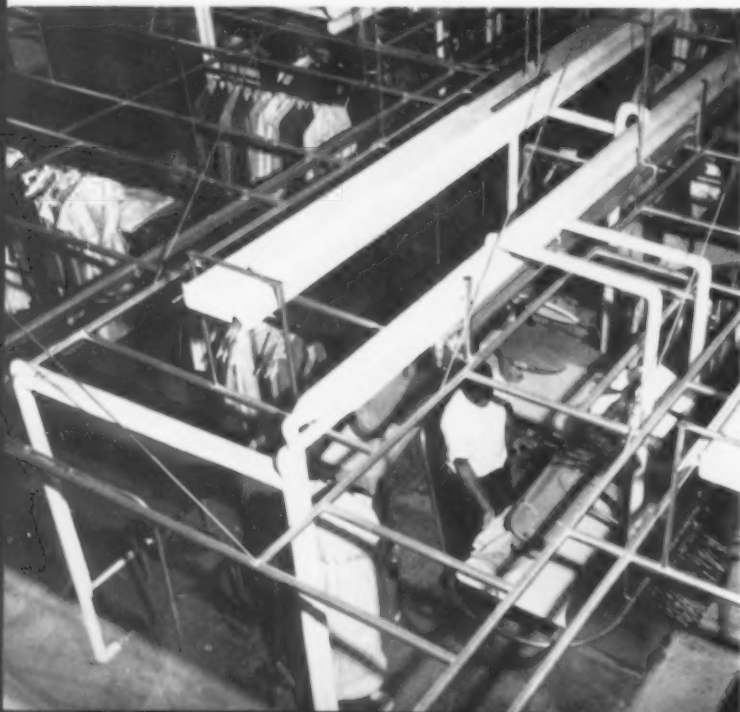
View from superintendent's office looks down on silk finishing department. Training units are at right

*New equipment,
lighting and layout
improve quality*

Revamp of Finishing Room Speeds Workflow

By LOU BELLEW

Through-the-unit layout, plus air-driven presses and new lighting, boosted morale at this plant



A 30-YEAR-OLD drycleaning plant in Los Angeles, California, recently finished a \$50,000 installation of a completely new finishing department. On a base price of \$2.12 minimum for men's suits and \$2.65 for dresses, Arnold's, Inc., does half a million dollars volume per year with a total of 70 employees. Finishing is done in a 60-by-60-foot area, with a potential of \$400 per hour in finished work.

Under the guidance of owner Ray Conley, through the years Arnold's has been a most efficiently operated plant. In recent years, however, it became more and more apparent that modern equipment and methods would have to be utilized to the fullest extent to reduce lost motion and direct labor costs.

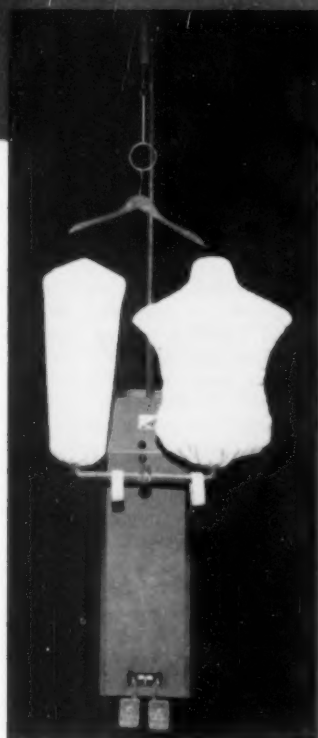
Until recently the plant was completely equipped with hand-operated presses, a most acceptable layout, and a mechanized conveyor system for the finished garments. To all intents and purposes the operation was very profitable with that setup, but it was not measuring up to the owner's standards.

Mr. Conley called in an old friend, Ray Waltz, head of an engineering firm, and the two men drew up plans

give your garments
that

Cindy Lou

feeling!



Finishing from the *inside out* makes the difference!

Conventional pressing is fine for *some* phases of finishing . . . but, for rolling sleeves and finishing sweaters, dress tops and blouses . . . *no other machine* can approach the high volume of quality work possible with Cindy Lou! Here's why—

Cindy Lou finishes from the *inside out* and returns the garment to its soft-feeling, like-new appearance. There's no "pressed down", hard finish — no stretch, *regardless* of fabric.

For complete information, see or call your nearest UNITED dealer or write us direct.

This is the CINDY LOU combination sweater and sleeve finishing machine. Cindy Lou is also available as a single sweater or single sleeve.

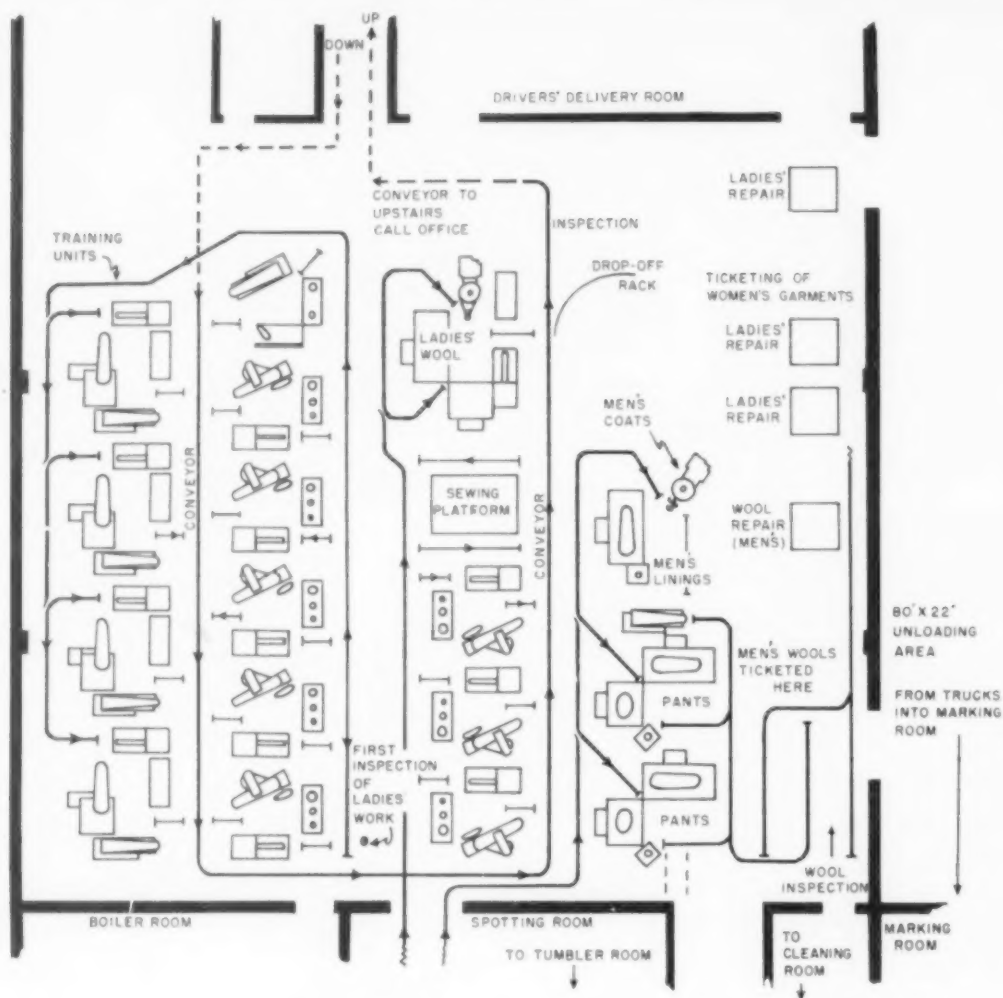
VALVE MANUFACTURERS FOR OVER HALF A CENTURY

ANOTHER QUALITY PRODUCT FROM

UNITED

C-3

UNITED BRASS WORKS, INC. • Randleman, North Carolina • Phone 7610



Floor plan shows new layout recently installed at Arnold's

for an entirely new finishing department.

As a result the plant was shut down for nine days and completely revamped. During this time the finishing department was stripped of every piece of equipment, every pipe and lighting fixture. As Mr. Conley puts it, "The finishing department became a big ballroom."

A few bag sleeves were the only equipment retained. Every other piece of equipment in the revamped room is now brand-new, and every press is air-driven. The conveyor system was rearranged for greater efficiency. A new system of lighting was installed so there is not a shadow in the whole place. The layout of equipment was changed for smoother through-the-

unit flow of work, on an assembly-line basis. Thanks to the use of a single invoice for each garment there is no need now for an assembly department of any kind.

Arnold's is a two-level operation with the call office on the street level facing the big drive-in parking area. Production operations are carried on at a level below that of the street. A 22-foot-wide canopy shelters an 80-foot-long truck unloading area along one side of the production level.

Incoming soiled bundles are carried directly from the fleet of 14 trucks into the marking room and placed in separate bins. Soiled bundles from the call office are dropped down a metal chute at the far end of the truck unloading area to fall into a basket for

transportation to the marking room.

Markers use a special listing and pricing machine with a separate invoice for each garment. Green tickets for route work, and yellow tickets to indicate call-office orders. Three-part carbonized copies are used.

From the cleaning room the garments are hung on speed rails to go to the spotters, separated into three classifications of men's wools, ladies' wools and silks. Work then goes to the finishing department where garments receive their first inspection before being allotted to the proper finishers.

A second inspection after finishing is done by the forelady, who gives the finisher credit at the unit and places the garments on the mechanized con-

Continued on page 66

A good man to know

He's your Street's field technician, well-trained in drycleaning operations.

He is equipped to perform valuable services to plantowners who are eager to keep pace with the industry through the practice of advanced cleaning-room techniques.

He is a specialist in planning, installing and servicing the two-bath method and Conductivity Control.

He has an experienced grasp of your everyday cleaning-room problems and a desire to help you do your job better ...more profitably.

He proudly wears his Street's pin... a symbol of dependable service to the textile maintenance industries for over 83 years.

Contact your Street's field technician today for specialized assistance, without obligation, of course.



Let's Face Facts!

**You'll Make It or Lose It
with Your Cleaning Quality!**

Your only
competition
is another
Manitowoc
owner!

A BIG, BIG
trade-in
allowance for
your present
equipment!

Stop losing
money with your
present equipment
— switch to
modern Manitowoc!

It's better
to own a
Manitowoc
than to
compete
against
one!

You can offer
both the best
quality *and*
the fastest
service
in your city!

You can't compete
in price,
quality or service
with yesterday's
equipment!

Trade-In
your cleaning
headaches now!

Meet and beat
any price
competition
and still
stay in
business!

Most Modern
features
in today's
most
modern
units!

with this ALL-NEW MANITOWOC

No One Can Match Your Quality!



**50-55 LB. CAP. 2-BATH PERCHLOR
150 LBS. PER HR. AND OVER**

★ HEAVY CAPACITY,
HIGHLY EFFICIENT
SOLVENT COOLERS

★ NO MORE BURNED OUT
MOTORS WITH SMOOTH
FLUID DRIVE

★ DELUXE TUBULAR FILTERS
... FINEST MADE TODAY

★ BUILT-IN, DIVIDED STORAGE TANKS
SAVE SPACE ... INCLUDE HANDY
SLUDGE AGITATORS

★ TRUE 2-BATH CLEANING WITH
EXCLUSIVE DIVERTI-FLO

★ MAINTENANCE-FREE COPPER TUBING
USED THROUGHOUT

★ RUGGED DODGE TORQUE ARM
DRIVE ON RECOVERY TUMBLER
ALWAYS RUNS TRUE, WITHOUT
VIBRATION

★ UNITIZED DESIGN ALLOWS
INSTALLATION ANYWHERE

★ FULLY AUTOMATIC AIR CONTROLS

★ BIG SELF-ALIGNING DOOR CAN'T
LEAK ... HAS AUTOMATIC BRAKE

★ LARGEST 36" x 38" RECOVERY
TUMBLER INCLUDED AT
NO EXTRA COST

★ OVER 94% SOLVENT RETURN WITH
"EXTRA-DRY"*** MUCK EXTRACTION
PROCESS

★ HEAVY-DUTY CENTRIFUGAL PUMPS
HANDLE HUGE VOLUME OF SOLVENT

★ 40 GPH "NO-SURGE-OVER" STILL*

★ 4-WAY VALVES FOR FAST, EASY
BACKWASHING

*Pat. Pend.

**Pat. App. for

M N T W C

PASTE ON POSTCARD AND
Mail Today!

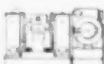


**A Complete Line of
DRY CLEANING and
FINISHING SYSTEMS**

Spotting and
Finishing
Equipment



Dry
Cleaning
Systems



MANITOWOC ENGINEERING CORP. (A subsidiary of The Mani-Tow-C Company, Inc.)
MANITOWOC, WISCONSIN

DEPT. M5-2

Send more information on the following:

- | | |
|---|-----------------------------------|
| <input type="checkbox"/> NEW 50-55 lb. 2-bath Perc unit | <input type="checkbox"/> Tumblers |
| <input type="checkbox"/> 35-40 lb. 2-bath Perc machines | <input type="checkbox"/> Filters |
| <input type="checkbox"/> 70-80 lb. 2-bath Perc unit | <input type="checkbox"/> Stills |
| <input type="checkbox"/> Single bath machines | |

Name _____
Company _____
Address _____
City _____ Zone _____ State _____



Conveyor is raised at this point to permit finished garments to clear spotting room door



Owner Ray Conley stands beside pneumatic tube station in route salesmen's office. Plant has complete tube system as well as two-way speaker system



Two seamstresses take care of silks, one handles wools on free repairs

Continued from page 62

veyor. Only women's garments are placed on the conveyor since they are most apt to be rumpled in handling. The conveyor carries the finished women's work to the front of the room where the proper ticket is pinned to each garment. With no need for matching up garments to orders, there are no space-taking hold lines, and the garments are placed back on the conveyor to proceed up to the upstairs call office. Route garments are placed on a separate slickrail to go into the routemen's storage room, all according to the color of the tickets.

The conveyor is of unusual design. Hanger necks fit over a pair of parallel rods and are actually pushed by a metal bar attached to the conveyor chain above the double track, since the metal bar slides along between the parallel rods. Drop-offs are more easily accomplished than with the more conventional carrying hooks, it is claimed.

This same conveyor was used with the old layout, but at that time it was used to carry men's garments, too. This meant work had to be resorted to ticketing. The new layout provides for the ticketing of men's garments closer to their finishing units, from where they are transported along slickrails to their proper destination. These garments make use of the conveyor only for the trip upstairs to the call office.

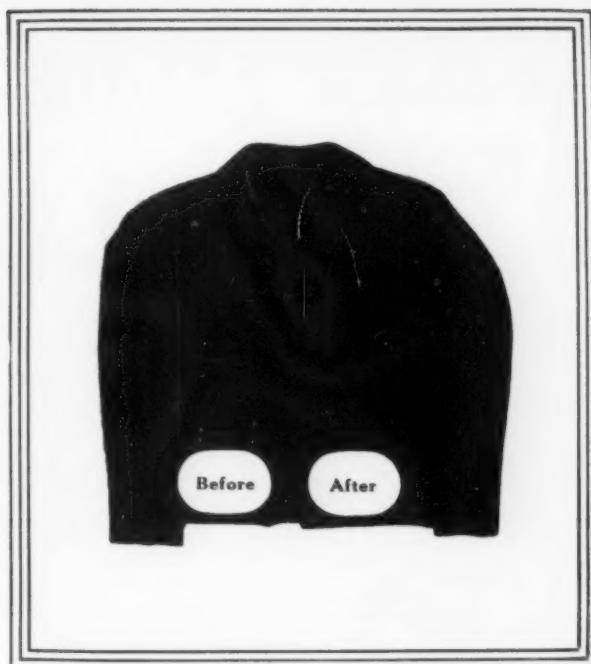
A great deal of time is saved by the use of pneumatic tubes here. One tube carries the messages from the office to the drivers' room. Another tube expedites call-office service, and is used in conjunction with the mechanized conveyor.

As garments come up the stairs for the call office, an attendant in this storage room hangs them in numerical order on the storage racks. Near her work station is a pneumatic tube. When a customer comes in for an order the counter girl sends the proper tickets from her ready file to the girl in the back room. From the tickets the girl selects the garments and places them on the conveyor which moves them into the call office. One counter girl is thus able to wait on three to four customers in the same time it would take to serve one under the old method.

Every department is set up for unit finishing, using the most modern equipment available. Proportion of work is indicated by there being 13 silk finishing units as against 4 wool finishing units in the plant.

Continued on page 71

LEATHER RESTORED AND ENRICHED BY *Colorflex*



Superior results are obtained with the use of Colorflex in restoring grain leather garments to their original state of usefulness and appearance. This is because Colorflex is a type of leather finish used by leather goods manufacturers.

Colorflex, if correctly applied, recaptures the finish that was the pride of the tanner and dyer of the leather from which the garment was originally made.

Grain leather garments properly refinished with Colorflex will not crack or peel under any climatic condition. They retain all the

flexibility and feel of virgin leather, will not rub or crack, remain fast to light and may be dry cleaned without loss of color any more than newly purchased garments.

Colorflex is available in twelve colors, including black and white. They are mixed with water and applied with a sponge, brush or compressed air gun.

Colorflex Top Finishes are extremely flexible lacquers in gloss and dull tones, applied with air gun as a sealing coat and imparting water repellent qualities to the finished leather.

Write for special bulletin on
**CLEANING AND FINISHING
OF LEATHER**

DISTRIBUTORS EVERYWHERE

Established
in the year
1838

EATON CHEMICAL AND DYESTUFF COMPANY

1490 FRANKLIN ST. • DETROIT 7, MICHIGAN • Canadian Plants: Windsor and Toronto

SHELL SOL 360 and 36

designed exclusively for dry cleaners

low odor...low cost...reduced tumbler time

1. Cut tumbling time up to 50%.
2. Avoid adverse effects of high tumbler temperature without sacrificing production.
3. Eliminate residual odor problems.
4. Meet all Stoddard Solvent specifications.

Approved by the National Institute of Dry Cleaning
and Underwriters Re-Examination Service.

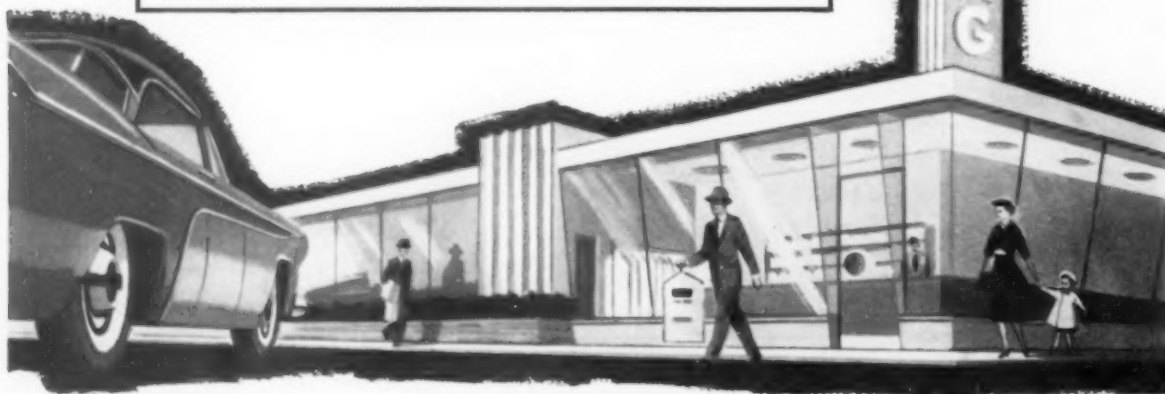
OTHER DEPENDABLE SOLVENTS

SHELL SOL 105

Regular Stoddard Solvent

SHELL SOL 140 and 14

where 140° F. flash point is required



SHELL OIL COMPANY

50 WEST 50th STREET, NEW YORK 20, NEW YORK
100 BUSH STREET, SAN FRANCISCO 6, CALIFORNIA



NATIONAL CLEANER & DYER

—AT H&H QUICK COIN LAUNDRY, DETROIT...

These 20 FRIGIDAIRE washers do **60 PAYLOADS AN HOUR!**



Here's how H.C. Cuddeback adds up
the score on Frigidaire Washers:

"INVESTMENT . . . HALF OF THE
EXPECTED AMOUNT;
SPACE REQUIRED . . . HALF;
PROFIT . . . DOUBLE."

"This coin laundry business is o.k. — fastest profit success I've ever had," says Mr. Cuddeback, owner of H&H Quick Coin Laundry, Detroit, Mich.

"And, Frigidaire washers get the credit. Customers tell me Frigidaire washers do **everything** better and twice as fast."

Frigidaire Washers do a volume job like this in coin laundries everywhere. They can do it for you, too! Get details from your Frigidaire Distributor or District Office. Or write Dept. #4205, Frigidaire Division, Dayton, Ohio.



PRODUCT OF GENERAL MOTORS

Full cycle... 18 minutes!

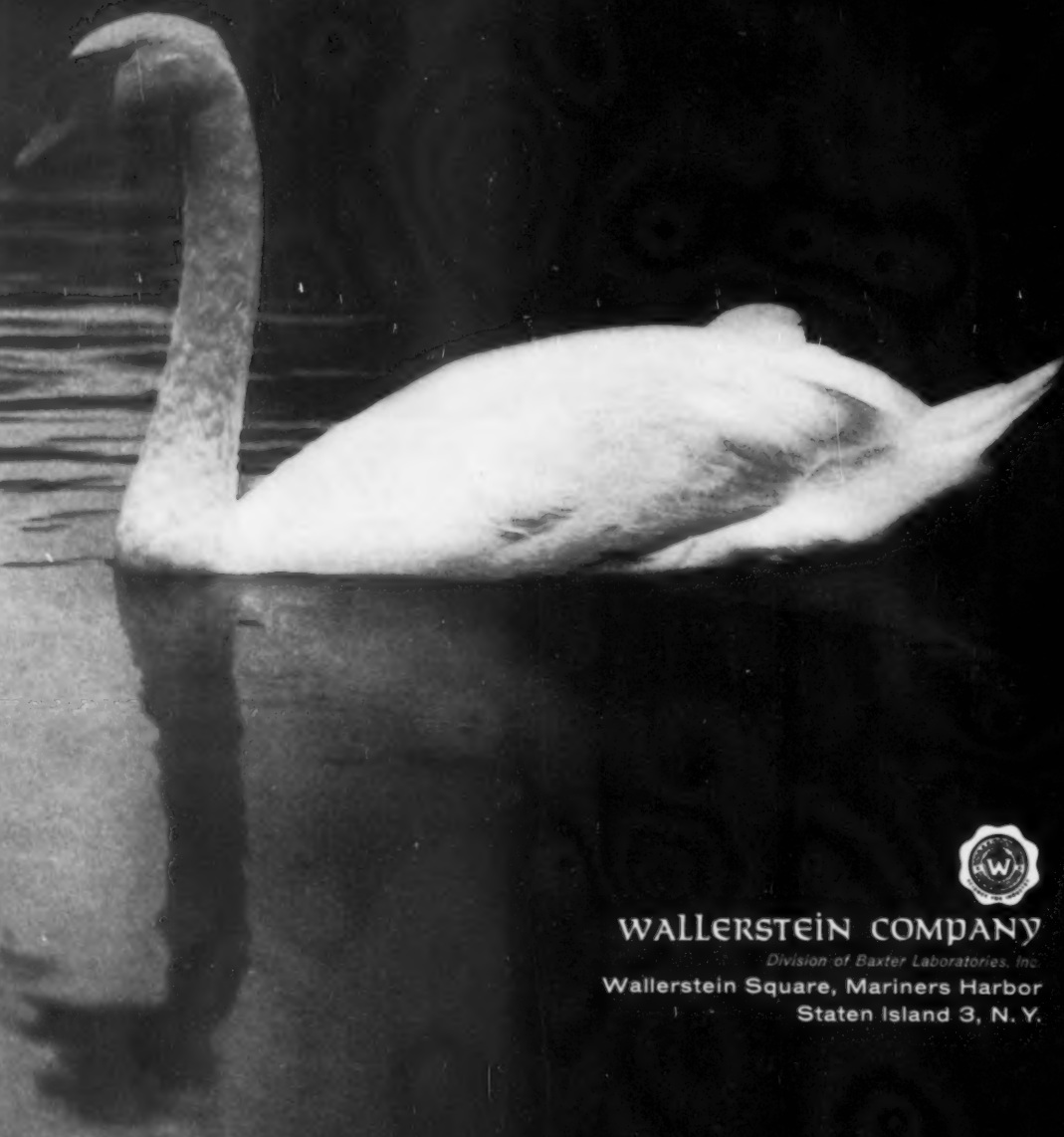
That's half the usual time. Yet, exclusive Frigidaire 3-Ring Pump Agitator action bathes deep dirt out **without** beating. Lint is removed automatically—no filter to clean. And Frigidaire Washers spin out **more** water. That means faster, more economical **drying!** Yes, H. C. Cuddeback—and his customers—prefer Frigidaire washers. What's more, they say so.

FRIGIDAIRE ADVANCED APPLIANCES...
DESIGNED WITH YOU IN MIND!

For the First Time . . .
A SOFT-FINISH WATER REPELLENT
SOFT-COTE

Soft-Cote gives a 100-100-100 spray rating that protects your customers from the most rugged weather. Yet its **soft downy finish** makes it tops for even the finest Egyptian cottons and sheer tie silks! Use Soft-Cote in synthetic or petroleum solvent for unmatched repellency, softness and economy — and use Soft-Cote promotional materials (we have a barrel of them for you) to put life into your water-repellent business.

Get the full story from your Wallerstein supplier today!



WALLERSTEIN COMPANY

Division of Baxter Laboratories, Inc.

Wallerstein Square, Mariners Harbor
Staten Island 3, N. Y.

Continued from page 66

On ladies' garments the incentive pay is based on the price of the finished garments. A marker's notation on the day-tag indicates the price of the garment, and this amount is credited to the finisher by the forelady. A percentage of this selling price is the finisher's pay. According to Mr. Conley, this incentive is more easily understood by the employee than any point system, and is much less complicated to figure.

All indications point to a considerable cut in production labor costs through reduction of operator fatigue and a noticeably improved workflow through all departments. This will not be fully apparent until the busy season arrives and peak capacity can be used for comparison.

One thing is quite apparent at this time. There will be no shortage of skilled operators for ladies' apparel. Training of new finishers to meet the constantly changing personnel problem of Southern California plants is accomplished by having four complete units set up for training new employees. Under the guidance of the forelady and an experienced inspector, the new workers are groomed to meet the quality standards expected at Arnold's, Inc. Best of all, they are trained on equipment identical to that they will be using later on as regular employees. # #

HIGH-POWERED PROMOTION

Continued from page 27

other \$400 from the remaining route at the present time.

Carl Chortkoff feels they have two things going for them. One is the owners' honest interest in people. The second factor is their ability to provide fast service which is so in demand at the present time. In fact, at least 50 percent of all their services are on a one-day schedule. Price seems to be not too important to the customer if speedy delivery is assured. Suits and dresses have a base price here of \$1.35 which is considerably above other prices in the district the Chortkoffs serve.

Fast service over the counter is assured since there are four girls, and Milton, available every minute. On Saturdays there are six people tending the counter.

So, it's balloons, bubble gum and blarney . . . plus fast service, that have built a gross business of \$2,500 per week in over-the-counter volume in the past two years. Not to forget another \$1,000 from the remaining route. # #

How To Satisfy Customers



* 27 for a PENNY !

* Serve 27 customers automatically with a White Call Office Conveyor. The cost in electricity will be approximately 1 cent.



White

CALL OFFICE CONVEYORS

THEY SPEED SERVICE AND BRING IN NEW CUSTOMERS, TOO!

Mr. Plant Owner! Remarkable things happen when you install a White Call Office Conveyor in your plant. Increased business? YOU BET! Customers are impressed? ABSOLUTELY! Speedy Service? IT'S UNBELIEVABLY FAST! Our salesmen have a number of interesting "Picture-Success Stories" to show you and tell you about. A phone call or postal card will bring literature or a personal visit without obligation on your part.

MAIL THIS COUPON
FOR COMPLETE CATALOG AND PRICES

WHITE MACHINE COMPANY, INC.
14th ST. & LAFAYETTE AVE., KENILWORTH, N. J.

N-119

Gentlemen:

Please send information and prices on your conveyors for:

☐ GARMENTS ☐ 2-IN-1 ☐ SHIRTS ☐ LAUNDRY

Name

Address

City

State

Your Jobber



Counter personnel in call office at main plant complete order form on shoe repairs before sending them out in bulk shipment for renovation

Shoe Repair Sideline Spells More Profit

Present customers offer a natural market for this service

HOW WOULD YOU LIKE to make some money from a sideline that doesn't cost a cent to install? All it takes is plenty of consistent promotion and selling to put the sideline across. It might sound impossible but that's what Vernon Oie, Jr., Fox Valley Cleaners and Launderers, St. Charles, Illinois, has done by offering shoe repair service as a customer convenience.

About a year ago Mr. Oie investigated the potential for shoe repair as a sideline to his drycleaning service. The plant operates primarily as a route operation serving an area of well over 800 square miles along the Fox River Valley area. The bulk of the business comes from medium to upper income groups in this sprawling section west of Chicago.

After studying the market for shoe repair services, Mr. Oie realized that his nine salesmen, averaging \$800 per

By HARRY YEATES

week in route sales, were well qualified to sell this specialized sideline.

A shoe repair concern in Chicago was contacted. Price schedules were worked out providing a 40 percent markup over the base prices set up by the shoe repair firm.

After the price schedule was established, Mr. Oie held a meeting with his route salesmen to inform them that the shoe repair service was available. Retail price sheets were prepared and distributed to each man.

To kick off the new sideline service, Mr. Oie sent out a direct-mail piece to a selected group of 250 charge-account customers. The list was composed of doctors, lawyers and other professional people served by the plant. The mailing piece was a half-page bundle stuffer enclosed in a first-

class envelope, addressed by hand. A price schedule was included.

Route salesmen were furnished with a copy of the mailing list. This way each man knew exactly who had received a mailing piece on the routes. As this group of customers were contacted for regular drycleaning service, the salesmen talked about the new shoe repair sideline. Then they asked the housewife for an order.

The plant received a 10 percent reply from the mailing. Some orders averaged \$50 per customer in shoe repairs.

As an incentive for route salesmen, the plantowner set up a six-week sales contest when the service was first introduced. The route salesman who brought in the most orders was awarded a cash prize of \$50. The second place winner received \$30, the third man received \$20. Each month since the initial contest route sales-

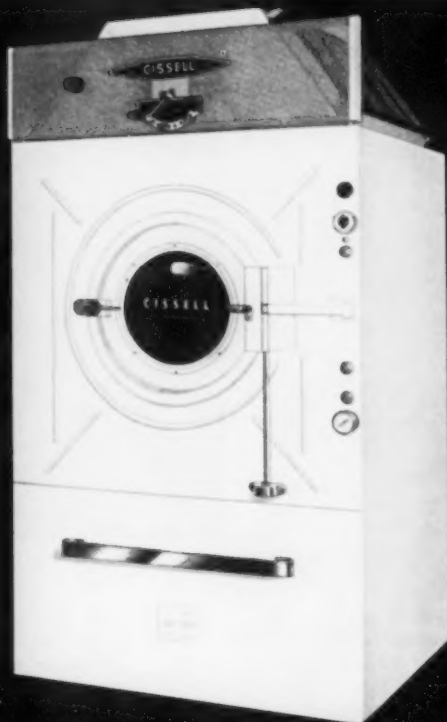


8-STAGE HEAT CONTROL—Operator sets control for the heat he wants . . . and forgets it. Cissell's 8 FIXED stages of heat assure that temperature is positively maintained—and every drycleaner knows how important that is!



42" x 42" SIZE

FAST DRYING—Cissell Dryers in all sizes deliver large volumes of air for fast drying and complete deodorization.



COMPARE!

PROVE TO YOURSELF — THERE'S NO FINER DRYER

Separate motors for fan and basket.

When door is opened basket stops, fan continues to operate, exhausting vapors from room . . . keeping dryer area comfortable.

Cissell Drycleaning Dryers are modern in cabinet design. Install them side-by-side, yet retain complete accessibility of all parts for simple maintenance. Basket can be removed in less than five minutes. Double walls provide extra strength . . . **KEEP HEAT IN BASKET.** Perforations in basket shell are extruded to provide smooth surface. Air filters are standard equipment on 42" x 42". Every feature is a Cissell quality feature—known the world over. Check, compare!

Cissell Steam-Heated Drycleaning Dryers—Single Basket: 36" x 18", 36" x 30", 42" x 42". ALSO AVAILABLE: Cissell Gas-Fired or Steam-Heated Laundry Dryers: Double Basket "Twin"; Single Basket 36" x 18", 36" x 30", 42" x 42".

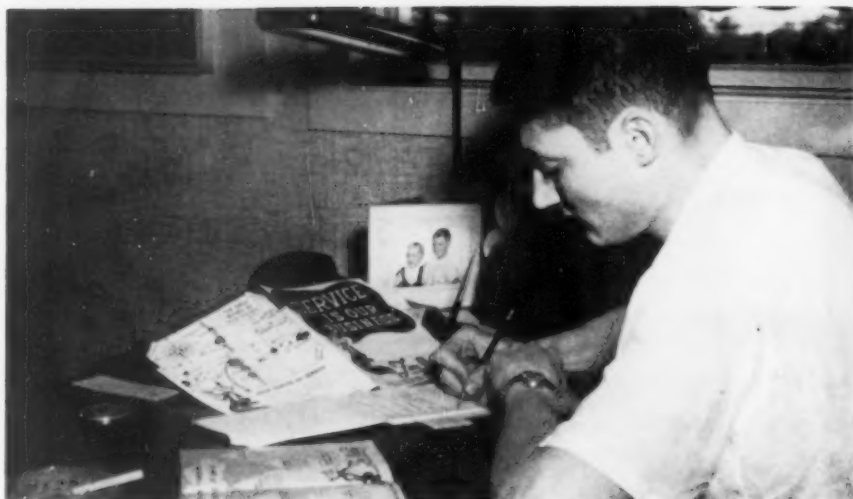
Consult Your Jobber

W. M. CISSELL MFG. CO., INC.—LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
Foreign Distributors write Export Dept.—Cable Code "CISSELL"

CISSELL

Plantowner Vernon Oie, Jr., works out a new four-page promotional piece selling side-lines offered by the plant—including his latest sales tool, shoe repair service



men have been paid a flat 15 percent commission on weekly shoe sales.

Mr. Oie believes that contests should be run in the plant on a year-round basis. Every month he allocates \$100 for some type of promotion among his route salesmen. Right now a box storage contest is being run. This will be followed by a pillow-renovating contest. A contest for shoe repair service is scheduled again in the early fall.

Shoe repair service—like any other successful service—must be advertised consistently, says Mr. Oie. A bundle stuffer explaining shoe repair service is distributed each week in shirt bun-

dles. And a hanging tag is included in each drycleaning order.

"People must be educated to the fact that a drycleaner is offering this type of service," commented the plantowner. "They like the idea of having their shoes picked up and delivered."

The same bundle stuffer has been used every week since the service was installed. The color of paper is changed from white to pink, blue or yellow.

Shoes gathered off the routes are turned in to the office at the end of each day by the route salesmen. The customer's name and address is written on an order form. A gummed label

specifying the type of repair is affixed to the form. The form accompanies each pair of shoes to be repaired.

Shoes are transported to and from Chicago by common carrier twice a week, at a cost of about \$6 per load. Renovated shoes are returned in green paper bags supplied by the plantowner. Here again, it costs only about one cent per piece for 5,000 bags imprinted with the name of the plant.

Shoes are divided according to route and placed in the routeman's bin for delivery to the customer. Normally, every pair of men's shoes is shined and returned to the customer with new laces. "Make sure you work with a top-quality repair firm and you don't have to worry about the price you charge," said Mr. Oie.

Shoe repair business in the plant parallels seasonal fluctuations in the drycleaning department. But a run-down of retail sales for eight months indicates how successful this sideline has been for the plant:

Month	Retail Shoe Repairs
September	\$1,185.00
October	\$886.00
November	\$501.40
December	\$666.40
January	\$382.00
February	\$386.00
March	\$669.00
April	\$757.00
Gross profit— approximately	\$5,400

Net profits after deducting labor costs amount to some \$2,173. Of this sum about \$800 was paid out as bonus and commission to the route salesmen. The rest is cash in the bank for Fox Valley Cleaners, which sees the value of merchandising a sideline. # #

The following is a brief rundown on some of the statistics uncovered by plantowner Vernon Oie regarding shoe repair service in the United States:

Shoe consumption last year was 3½ pairs per capita. Women purchased 4.47 pairs per year, men bought 1.74 pairs per year, and children used 5.09 pairs.

Total shoe production during 1957 amounted to 600 million pairs of shoes. Annual volume in shoe repair business is \$281 million per year.

Every man, woman and child will spend \$1.60 for shoe repair in 1959.

According to the plantowner's study it requires a minimum investment of \$3,000 to set up a shoe repair department. A three-man shop could do about \$900 volume per week. Farming out the work to a reputable firm that is capable of doing all types of repair and renovating saves a lot of money for the plantowner—but it means that management must spend a great deal of effort selling the service all year 'round.

Look at the quality of your work



thru the eyes of your customers

CISSELL FORM FINISHER

- * No Foot Pedals
- * Fully Automatic
- * Air and Steam at the same time
- * Controlled Air Pressure

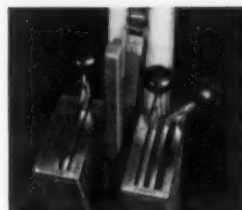
Meet your customers' demand for a soft, no-shine finish with equipment built to do the job. Even hard-to-work materials that demand air while steaming are finished beautifully on the FULLY AUTOMATIC Cissell Form Finisher. The Cissell Time Switch permits operator to do other work while the Cissell Form Finisher steams, dries and cuts off automatically. Levers regulate size of nylon form at waist, hip and lower positions by moving back and forth in a horizontal motion and quickly locking into position.

Finish any size garment—from the smallest child's to the largest adult's. Air pressure adjustable from minimum to maximum or to any intermediate stage. Superb construction—the kind you expect from Cissell.

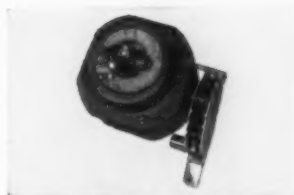
CISSELL FORM FINISHER includes one set of #11 Sleeve, one set of #24 Sleeve, and one Cissell Vent Clamp. Guaranteed for one year against manufacturer's defects.

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The thriftiest trucks, in the widest tonnage range, Dodge has ever built . . . including totally new cab-forward models with diesel or gasoline engines.

Name your job. There's a Dodge truck to do it. For Dodge has never had a line-up as great as this new 1960 truck platoon. Spirited panels and pick-ups that deliver up to 200 horsepower. Rugged stakes with up to 19,500 lbs. G.V.W. Husky 4-wheel-drive models with wheelbases from 108" to 174". All these and more make Dodge your smartest choice for efficient, low-cost hauling. And in the heavyweight class, Dodge introduces a completely new line of cab-forward models, trucks engineered to put real muscle into your biggest jobs, trucks whose new Servi-Swing fenders open with a simple latch and allow you to walk right up to the engine! See your Dodge dealer. He'll be pleased to give you the full Dodge truck story for 1960.

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SWEPTLINE pick-ups head their class in looks; lead in load space, power. 4-wheel-drive optional.



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VAN and other special bodies are easily accommodated by most 1960 Dodge trucks.



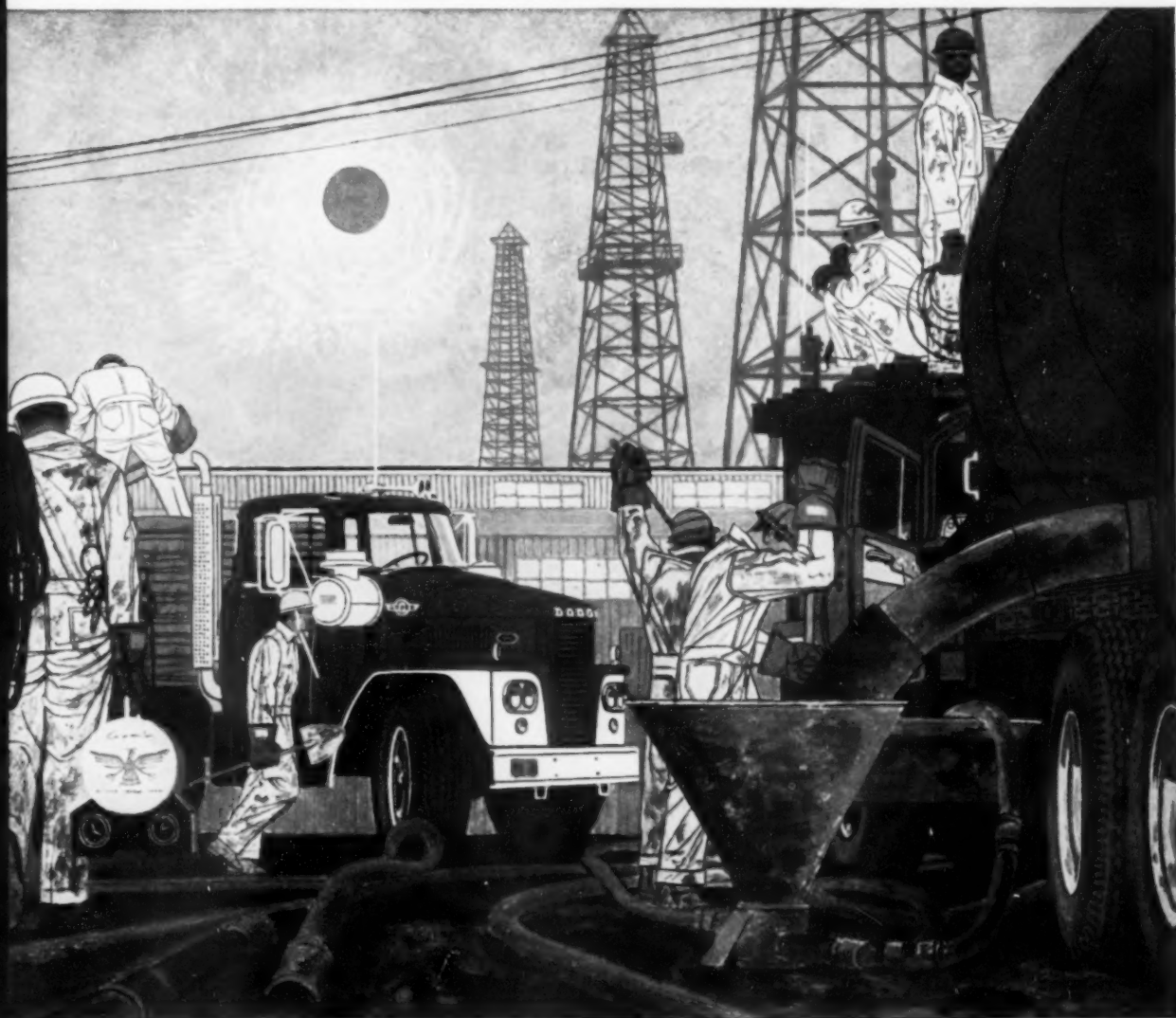
TRACTOR models with compact new 89 $\frac{3}{4}$ " BBC pull longer trailers, bigger legal payloads.



STAKE bodies from 7 $\frac{1}{2}$ ' to 14' are built by Dodge on models to 19,500 lbs. G.V.W.



TANDEM units provide top hauling strength for dump and other extra-rugged operations.



Why This . . .



First of five planned activated branches of Gore's Cleaners, Beaumont, Texas, will soon add own laundry facilities

Is a True Package Plant

One machinery manufacturer handled all equipment needs; also supplied layout suggestions and promotional material

By GERALD WHITMAN

WHEN IS A PACKAGE PLANT a package plant? If you interpret this to mean that one machinery manufacturer acts as prime contractor in supplying all necessary equipment, including a preplanned promotional program, then Gore's Comet Cleaners in Beaumont, Texas, is truly a package operation.

As a matter of fact, the allied trades firm that handled the outfitting of this drive-in plant performed such an overall job—from building construction and layout suggestions to supplying its own major equipment, securing all other related and accessory equipment and staging a complete open house promotional campaign—that the owner could practically sit back and accept the keys to his new plant.

Although it wasn't quite as simple as that, Jack Gore, owner, and Raymond Sampson, general manager, are more than pleased with the way things have been going at the branch since its opening about a year and a half ago. Some six months after its opening the activated branch was

bringing in over \$600 a week, satisfactorily over the break-even point, with some promotion since the grand opening. According to Mr. Sampson, three plants like Comet would create as good a profit picture as that currently enjoyed by the main plant.

The parent operation has been located for many years in the downtown section of Beaumont. While the new Comet branch and two other pickup stores are strictly cash-and-carry, the main Pearl Street plant receives 75 percent of its volume from



Counter girl can look through glass front to see customers approaching store. Note bags behind counter, used for keeping individual's garments together

WHAT HAVE YOU DONE TO MY LEATHER COAT?



This pretty girl is very unhappy right now. . . .

She just got her expensive leather coat back from a "do-it-yourself" dry cleaner. It was easy for her to spot the uneven color, the stubborn spots that still show—the drab, lifeless look that is characteristic of improper cleaning. So this lady represents an unhappy customer.

Smart dry cleaners agree that the cleaning of leather and suedes is a job for experts. True not only because of the skill, equipment and supplies required, but because infrequent orders for this kind of work disrupt normal plant routine making the profit from this kind of work small or non-existent.

Don't risk your customers' goodwill for small profit. Send us your leather and suede work. . . . Receive prompt service, a full profit with guaranteed satisfaction.

Send today for a price list and sales kit.

Write or call the plant nearest you.

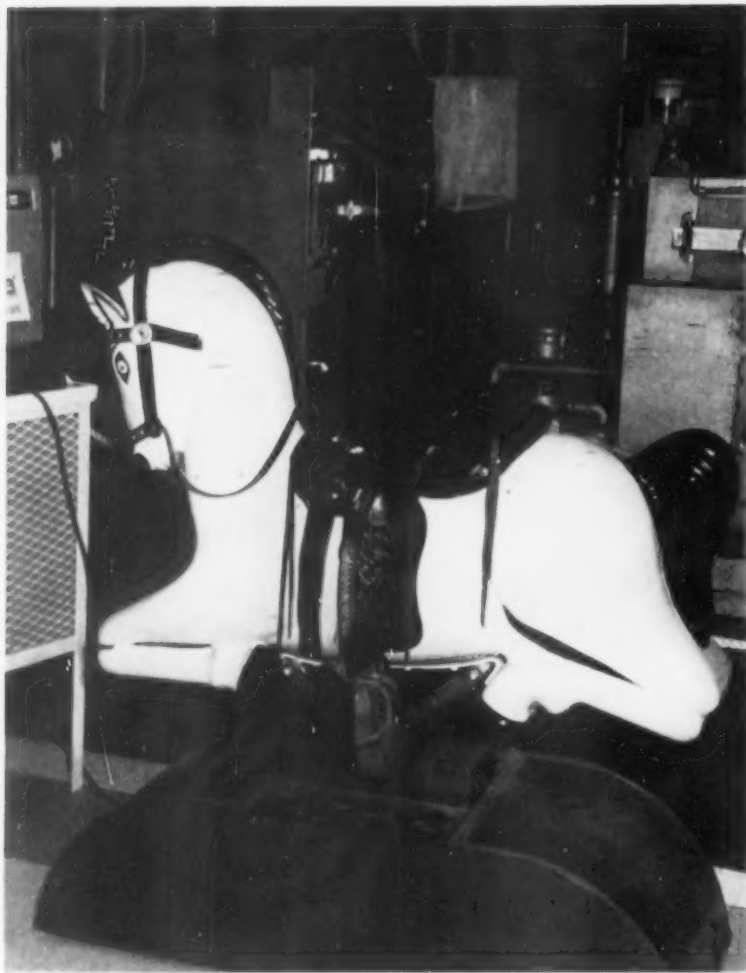
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Big attraction for children is mechanical hobby horse in call office on which small fry can take free rides while parents transact business

seven routes. Both drycleaning and laundry work from the pickup stores and the laundry from the Comet branch are funneled back to the main plant for processing. However, with costs of operation spiraling and a continuing outward push to suburban living around Beaumont, Gore's management saw the need for activated plants as the answer to its problem.

The Comet Cleaners branch in the Calder section of Beaumont was the first of a series of five such operations planned by the firm. Since Jack Gore is also involved in the construction business through another of his enterprises, a swimming pool firm, the Comet building was constructed and is owned by the latter and is leased to Gore's Comet Cleaners for drycleaning operations. The future

branches planned by the firm will undoubtedly be handled in similar fashion.

The cost of equipping the 2,100-square-foot package plant was approximately \$25,000. The cleaning system is synthetic. Four people operate the plant currently, but the work force may be increased when shirt and wash-dry-fold laundering facilities are added, as is now planned. That will rule out the present need to funnel laundry work back to the main plant. Base price at the Calder branch is \$1.30 for suits and \$1.35 for dresses.

Although it was a poor time of year and labor strikes at the local oil refineries created a great deal of uneasiness in Beaumont, the opening of the branch a year ago last June received an excellent response from the

public. Drawing upon the experience and special literature provided by the equipment manufacturer, a two-day open house celebration drew hundreds of residents from the immediate neighborhood who had received special invitations. Free soft drinks for everyone, carousel and uniplane rides for the children, and drawings for eight barbecue pits helped stimulate the attendance.

In addition to the invitations, mailed to about 700 residents in the area, newspaper advertisements and radio spot commercials were also used to fanfare the opening. All in all, about \$1,000 was spent in heralding the new branch operation.

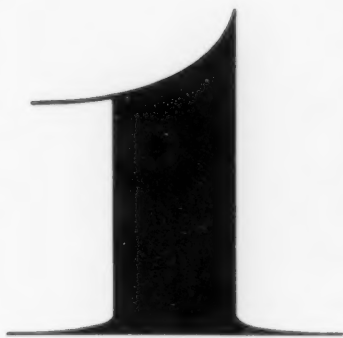
To keep the personnel at the package plant busy right from the start, drycleaning work was funneled to it from one of the pickup stores. But, from the June opening through August, sales picked up on their own momentum and increased on the average of 15 percent per week. The branch offers two to three-hour service and does its own reweaving and leather work.

With the experience gained in the opening and operation of the Calder branch, Gore's plans to open another plant this fall in the Gateway section of Beaumont. Actually, the Gateway branch had been scheduled to open before the one in Calder. The firm had originally purchased the equipment for both operations at the same time but plans for the shopping center where the Gateway branch will be located were held up. The equipment for this plant has been sitting in Jack Gore's swimming pool firm warehouse ever since.

Plans for growth

With the Gateway shopping center now under way, the second activated plant will be ready in a few months. This one will differ from the Calder outlet in that it will be primarily an activated laundry, with drycleaning work farmed out either to the Calder package plant or to the main plant in town. The facilities will include an attended laundry and coin-operated setup. The coin-op will have from 10 to 12 units as a starter. This branch will be located next to a 24-hour bowling alley and should be able to draw from bowling habitues between strikes and spares.

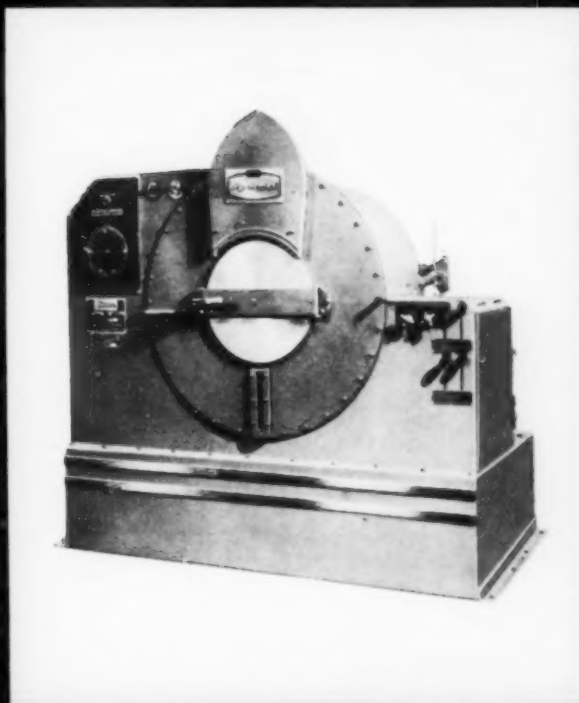
Gore's decentralization program is under way in earnest and it shouldn't be too long before its planned setup of five activated branches has become a reality. # #



ONE BIG REASON Dependability is only one big reason why Washex is the choice of experienced operators. For synthetic or petroleum cleaning, men who know trust the superior engineering that goes into every Washex — from the rugged one-piece forged trunnion to the heavy duty motors that power the washing and extraction cycles and solvent pumps. There are synthetic models for 45, 65 and 100 lb. capacities. More information is yours by returning this ad with your letterhead.

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Dial is set on automatic conveyor according to location number noted on customer's stub

Here's One Way to Efficient Call Office

By HARRY YEATES

TO A CUSTOMER nothing is more annoying than having to wait while a counter girl digs through dozens of garments to locate the right order. If store personnel can't put their fingers on the order quickly, the customer is liable to think something has happened to it, that the plant has "lost" her garments.

It's especially important to provide fast counter service in a plant where business hinges primarily on cash-and-carry traffic at a drive-in location. Parisian Cold Storage and Cleaning Company, Toledo, Ohio, is a good example of a plant (counter traffic runs around \$2,000 a week) that now offers faster service for the customer. It has been accomplished in several ways:

1. Installing automatic conveyors which deliver the order to the sales counter.

2. Adopting a customer control file and ticket that speeds up service.

Finished garments were formerly stored on four metal racks behind the counter. Each rack measured about 100 feet in length. Cardboard dividers imprinted with letters of the alphabet from A through Z were placed at random on the racks.

The duplicate copy of the customer's ticket was filed in a box on the counter. Whenever a customer came in to pick up a garment, the counter girl went through the file boxes looking for the appropriate ticket. She

then had to walk down the aisles looking for the garment on the racks. It took three full-time counter girls to wait on customers.

To increase efficiency, plantowner Louis Mollenkamp installed three automatic storage conveyors, at a cost of about \$1,300 apiece. Each conveyor holds 400 garments on numbered hooks. This affords about 150 feet of additional floor space behind the counters. It is now used for storing shirt bundles in wooden bins.

After the conveyors were installed, the plantowner realized that it was necessary to revamp the type of ticket used in the plant. A haphazard two-part form didn't supply enough information for fast, efficient service.

Two visible-index files were purchased for approximately \$250 each. These flip files are kept on the counter. A portion of the ticket now used by the plant is filed automatically in the flip files. One file is used for letters of the alphabet from A-L, the other one from M-Z.

A four-part snap-out ticket was adopted for checking garments at the counter. The top sheet of the form is made up of two identically numbered stubs. These are perforated for easy separation.

The top stub contains space for the customer's name, address, date, amount of sale, day promised. Space is also provided for a number assigned to each garment hung on the auto-

matic conveyor. As the information is written on the stub it is automatically carboned through on the other parts of the form.

One section of the ticket is used as a cleaning invoice, one is stapled to the finished garment, the third form is used as a permanent record in the office.

The last three forms also provide space for noting in detail the number and type of garments in each order. Price by type of garment and total order price are included.

The numbered stub is made out by the counter girl when the customer comes in. The bottom half is presented to the customer as a claim check. The garment, along with the four-part form, is routed to the marker, who assigns a control number for the lot. This number is noted on the stub. A duplicate lot number ticket is stapled to the four-part form.

After cleaning, garments are reassembled into their original lots. They are brought together with the white copy of the invoice including the portion to be filed in the flip file on the counter.

Orders are filed on the conveyor and the location numbers are noted on the stub. This is separated from the four-part form and filed alphabetically by customer in the visible-index counter file.

The plant now has available records of each transaction and can tell the exact location of a garment on the conveyor at a moment's notice.

Control is added benefit

When a customer enters the call office to claim her garment, she presents the claim check. The counter girl asks the customer's name and looks for the corresponding stub in the visible frame.

The counter girl then sets the dial on the conveyor corresponding to the lot-filing location shown on the stub. The conveyor is activated by pushing a button on the unit.

The new system does more than merely speed service to the customer. It provides the plant with a tighter control over garments left in the plant for any length of time. If a mistake occurs, it is easy to make a comparison of the stubs removed from the file frames after the day's transactions with the invoice copy kept in the office.

From the standpoint of counter efficiency, two girls are now able to handle call-office traffic even in the busiest hours of the day. #

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A SURVEY OF THE LAUNDRY INDUSTRY

OF THE DRYCLEANING INDUSTRY

A MARKET RESEARCH STUDY FOR PR

TRENDS IN THE LAUNDRY AND DRYCLEANING

MACHINES AND LABOR

PROJECT No. 3

HUMAN ENGINEERING IN PRESS DESIGN

WHAT MOTIVATES THE LAUNDRY CONSUM

THE DRYCLEANING CONSUMER

THE SHAPE OF THINGS TO COME

MOTIVATION RESEARCH



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Missouri officers, left to right, front row: President John Fisher with H. B. Fuser, Booneville, retiring president. Back row: Bob Schwabe, Roy Ford, Roy Wurst, Raymond Robinson



Kansas officers, left to right, front row: Don Daniels, new president, with Earl Morgan, Salina, retiring president. Back row: Jack Bates, Sam Kessler, Archie Swan. Beards celebrate Kansas City Centennial

Kansas-Missouri Urges Greater Selling Effort

INCREASED ATTENTION to sales and public relations programs were pointed out to the Mid-West Cleaners and Launderers as the most important steps toward successful operation of both laundry and drycleaning businesses. The joint Kansas-Missouri convention was held this year in Kansas City, Missouri, June 11, 12 and 13.

With the exception of Dr. Lyle, whose topic was fabrics, the speakers all stressed the importance of (1) better public relations, (2) greater attention to aggressive selling, (3) more responsiveness to new ideas in methods and equipment, and above all, (4) dropping the current air of defeatism and having confidence in a brilliant future for both industries.

Speakers were: E. A. Mall of Llewellyn Laundry & Cleaners, Louisville, Ky.; R. V. Anderson, Wyandotte Chemicals Corp.; Dr. Dorothy Lyle of the National Institute of Drycleaning; L. K. Covelle, director of Oklahoma State University; Ed Bauer, Bauer Laundry & Cleaners, Clay Center, Kans.; and A. H. Jordan, Emery Industries, Inc. Lou Bellew spoke at the Saturday luncheon.

Officials of both the Missouri and the Kansas associations were highly pleased that attendance hit a 10-year high of 386, largely, they feel, attracted by the exhibits featured this year for the first time. Exhibits consisted of 20 booth spaces in the main ballroom of the headquarters hotel,

displaying small equipment and supplies for drycleaners and launderers.

New officers of the Associated Cleaning and Laundry Services of Missouri, Inc., are: president, John L. Fisher, Kansas City; vice-presidents, Raymond Robinson, Columbia, Roy H. Ford, Joplin, and Roy L. Wurst, St. Louis; secretary-treasurer, Robert T. Schwabe, St. Louis.

Heading the Kansas Association of Cleaners & Launderers, Inc., are: president, Don Daniels, Kansas City; vice-presidents, James A. Elliott, Leavenworth, Archie Swan, Topeka, and Stanley Cook, Baldwin; sergeant-at-arms, Sam Kessler, Russell; secretary-treasurer, Jack Bates, Kansas City.—Lou Bellew

Efficient Operation Stressed at California



At California meeting, left to right: Steve Carroll, NID director; John Brittain; Herman Mathis; Fred Bowers, NID president

GREATER EFFICIENCY was the keynote of the California Drycleaners Association's thirty-eighth annual convention and exhibit at Berkeley, California, on June 19, 20 and 21. The exhibit included office equipment, packaging equipment, conveyors, and marking and assembly equipment only, and these four segments of plant operation were the outstanding features of the whole meeting.

Sunday morning was devoted to group discussions with registrants divided into four groups, each in a separate room, according to the topic they

wished to know better. Norman Higgins of Stockton had charge of marking and assembly; George Ruis of San Jose took over packaging; D. H. Rosenthal of San Jose acted as chairman of office systems, and Phil Levey of Healdsburg had charge of conveyors.

The discussion periods were well attended and answers to specific problems were quickly available as experienced drycleaners in the group recalled facing the same problems at one time or another. Marking and assembling, of all the subjects covered, drew the greatest attendance. Interest

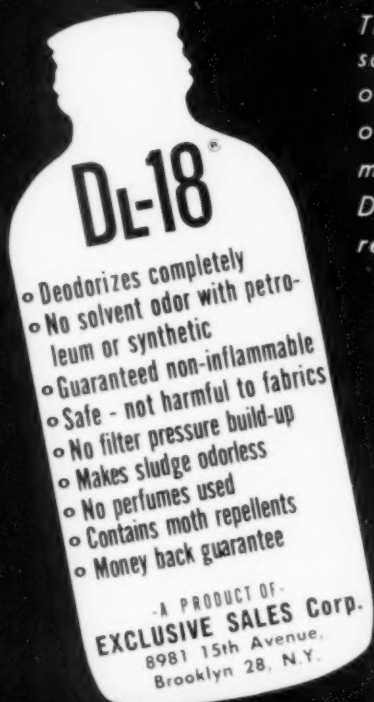
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*The truly modern and
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- No solvent odor with petroleum or synthetic
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ran high and the participants appeared to be actually reluctant to break off and attend the other rooms as scheduled.

Perhaps to focus attention on the group-discussion periods, only one of the scheduled speakers had a direct connection with the drycleaning industry. The one industry spokesman was Fred Bowers, president of the National Institute of Drycleaning.

Mr. Bowers presented a most interesting report of NID activities to the 325 registrants. Interest among drycleaners regarding fabrics, he said, was best shown by the fact that three-fourths of the first printing of Dr. Lyle's book on fabrics has already

been sold. This quick acceptance of an NID publication has been the most satisfactory reaction from the drycleaning members in the history of the Institute.

Finishing research has been difficult, due to the need for first setting up standards for various types of quality, but the problem is being solved. Trade relations with the manufacturers are improving and many problems have been lessened . . . as in the case of wash-and-wear, where clothing manufacturers are now adding to the label "can be drycleaned."

Above all, Mr. Bowers pointed out the need for creating an image of the drycleaner as a skilled craftsman in

fabric care, as indicated by motivation research at this point. He looks for keener competition in the future, with NID courses and informative bulletins playing an increasing part towards profitable operation.

New officers of the California group are: president, John E. Brittain, Park Cleaners, Monterey Park; president elect, Dwight Alquist, Guild Cleaners, Lodi; vice-president, Ralph Morris, Diamond Laundry & Cleaners, Santa Ana; treasurer, Steve Carroll, Orchid Cleaners, Long Beach; sergeant-at-arms, James Gallagher, Gallagher Cleaners, Merced; executive secretary, George M. Shepherd, San Jose.

—Lou Bellew



New President Everett Morrow (left) succeeds Marcus Milam (center), who takes over duties of chairman of board of directors; C. B. Myers was elected vice-president

Floridians Out To Build Profits

ANNOUNCEMENT of a gain of 130 new members for the Florida Institute of Laundering and Cleaning, since February brought action increasing the number of directors from 13 to 15. The announcement was made at the annual convention, held recently at Tampa.

Attending members were also formally introduced to Dick Pearson, former staff member of the American Institute of Laundering, who became full-time executive manager of the Florida Institute in December 1958.

Sample copies of warning labels for use on plastic bags were distributed.

Members were urged to order these from the Institute and make use of them in their own localities.

With the theme of "Profit Builders of 1959-60," the convention program featured speakers who described new ways to increase profits through lower production costs and increased sales volume.

"Today's modern teen-agers should be recognized as present customers as well as for the future," Perry Walker, R. R. Street & Company Inc., told gathered members. "Sloppy, careless dressing is no longer the fad with teenagers today. Instead, they are dress-

ing up and buying more clothes than lots of adults."

Continuing with his subject, "The Personal Side of Selling Drycleaning," Mr. Walker reminded members that "people do business with you for two reasons: one, you give them more for their money; and, two, they like you. Price alone is not important. More quality, attention to customers, more service, friendliness, courtesy, respect and appreciation are the important factors."

Speaking on "Using Motivation Research To Build Profits," John Monahan, AIL director, explained the new industrywide "Public Relations for the Professional Laundry" program.

Other important messages brought to the meeting included "Spruce Up for Greater Profits," by Bill Browne, National Institute of Drycleaning; "Reduce Costs and Build Profits," George Isaacson, AIL; "Happy Employees Mean Bigger Profits," Bryon Harless, industrial psychologist of Tampa; and "It's Like Finding Money on the Streets," Raymond Barnes, Corporate Group Service, Inc., Orlando, Florida.

Jim Heath, Vogue Cleaners, Tallahassee; Bill Mercer, Warren Laundry, Ft. Lauderdale; and Bert Myers, Lakeland Laundry, Lakeland, participated in a profit-builders panel.

Everett Morrow, Morrow Cleaners, Quincy, and C. B. Myers, Polly Prim's Lakeland Laundry, were elected president and vice-president respectively. Three hundred members of the Institute attended the annual meeting. ■ ■

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DUAL-PROFIT UNIT:

combination waterproofing and sizing machine

the equipment you've been waiting for
to really make money from **QUALITY
WATERPROOFING & SIZING!**

Now, in one, easy to operate, simple to understand machine, *your newest employee* can operate a complete sideline production department. Selector buttons choose either waterproof or sizing solution in which garments are saturated for one minute. A flick of the lever for fast drain, a touch of a switch for a minute or so on extraction, and then on to the finishing department. Extractor speed of 650 RPM is perfect for maximum efficiency and quality.

It's foolproof!

Read this list of features:

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2. Two individual 18 gallon tanks.
3. No mixing of solutions.
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5. No bolting to floor, self balancing.
6. No pumps.
7. Just seconds to fill or drain.
8. Sight glasses for each tank.
9. Explosion proof motor with clutch protection.
10. Automatic brake stops basket when lid is raised and turns motor off, absolutely safe.
11. Built To Last a Lifetime.
12. Uses only 30" diameter floor space.
13. Has heater coil for operation in cold cleaning rooms in winter time.
14. Unconditionally guaranteed for one year.
15. No waste of solvent or solution, practically all profit.
16. Can be used with either petroleum or synthetic solvent. Safe to operate anywhere.
17. No complicated valves to remember, anyone can learn how to operate in one minute.
18. Specializes a dry cleaner and qualifies him as an expert when sizing ladies' cotton dresses.

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119 South Oak Street, Colville, Washington



Tarheels Study Cost Control

A NEW state Minimum Wage Law has obliged North Carolina's laundries and cleaners to take another, closer look at ways to reduce costs.

It was only natural then that the theme of their 52nd annual association convention, which took place at Winston-Salem, should be cost control.

Frank Crane, North Carolina Commissioner of Labor, led off by outlining the provisions of the new act which sets the minimum wage at 75 cents per hour and will affect some 6,500 laundry and cleaning workers in the state as of the first of next year.

The law excludes plants having five or less employees. Of interest to the larger plant operators are numerous exemptions which have not yet been clarified.

Everett Brink, manager, production and engineering, American Institute of Laundering, suggested half a dozen areas which plantowners might explore in bringing their costs down. Specifically, through cost control, developing more efficient layouts, methods improvement and work simplification, incentive plans, scheduling, machinery replacement and regular maintenance.

• Charles Riggott, industrial engineer, National Institute of Drycleaning, elaborated on cost control, analyzing

NID account classifications 10 through 60. Where cost percentages show an increase under the heading "Productive Labor and Outside Work," he suggested checking (1) operator efficiency; (2) downtime; (3) work schedules.

Some of his specific recommendations were: check re-runs which can double processing costs; keep wet-cleaning to a minimum; stop unnecessary button removal; check press pressure (it should be between 70 and 75 p.s.i. at the buck of press in dry-cleaning); reevaluate production standards; put supervisors on incentive, etc.

George W. McKinney, Jr., Federal Reserve Bank of Richmond, Virginia, took a broad look at the national economy and pointed out some of the ways to curb inflation. The best remedies, as he saw them, were (1) to decrease government spending, and (2) increase taxes.

Cost-conscious laundrymen also brought to light another area for cost reduction during the session. It seems that some gas rates in North Carolina for users (non-interrupted service) who pay the "commercial rate" are out of line with other rates. In some cases, coin-ops were charged up to 70 percent more than household users. A 16 percent reduction was obtained but a



New officers, left to right: Sergeant-at-Arms C. W. Grimes, Vice-Presidents Refford Cate and Earl Boysden, President Henry J. Lane and Executive Secretary Fred Dodge

number of plantowners are taking action to obtain more equitable rates.

The final speaker on the program was Bill Carter, vice-president, R. J. Reynolds Tobacco Co., who spoke of "Selling by Service."

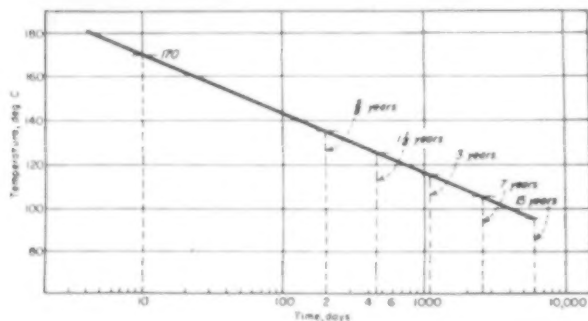
Election of officers: Henry J. Lane, Hendersonville Steam Laundry, Hendersonville, succeeded Raymer Sale of Winston-Salem as president.

The new vice-presidents are: *Western Section*, Mack Wellburn, Modern Cleaners, Newton; *Central Section*, Refford Cate, New Laundry and Dry-cleaners, Reidsville; *Eastern Section*, Earl Baysden, Quality Laundry & Cleaners, Rocky Mount.

C. W. Grimes, Grimes Cleaning Co., Charlotte, remains sergeant-at-arms.

—Henry Mozdzer

KEEP MOTOR TIPTOP

[illegible]

HIGH TEMPERATURES

...and that means any above 105°C for Class A insulation, cut life span. Remember that insulation doesn't fail by breaking down just as soon as some critical temperature is reached. Actually it's a gradual mechanical breakdown with time. Therefore the question of how hot an insulation can safely get depends on how long you want the insulation to last.

The curve shows what to expect if you want to gamble on high temperatures. This is mighty important when drying out electrical equipment that's wet.

And temperature affects insulation resistance, too. For most materials insulation resistance varies inversely with temperature. Then, since it is not always practical to measure winding resistance at a specific temperature, correction has to be made to get a true picture.

NAMEPLATE CARD

... keeps track of motor pedigree and location in plant; records any major repairs, reconnections, etc. Why not adopt a similar plan for your plant? Include motor's original cost, whom you bought it from, spare parts list and dope on lubrication. On reverse side leave space for complete record of work done during regular maintenance period. # #



Your counter girls will make more sales

when they present this dramatic water repellent demonstration to your customers. This attractive, compact counter demonstration kit contains a colorful unbreakable polyethylene jar for water and 300 test cards. Each card has the left half treated with Street's water repellent; the right half untreated.

Two "teaser" lapel ribbons for use by counter

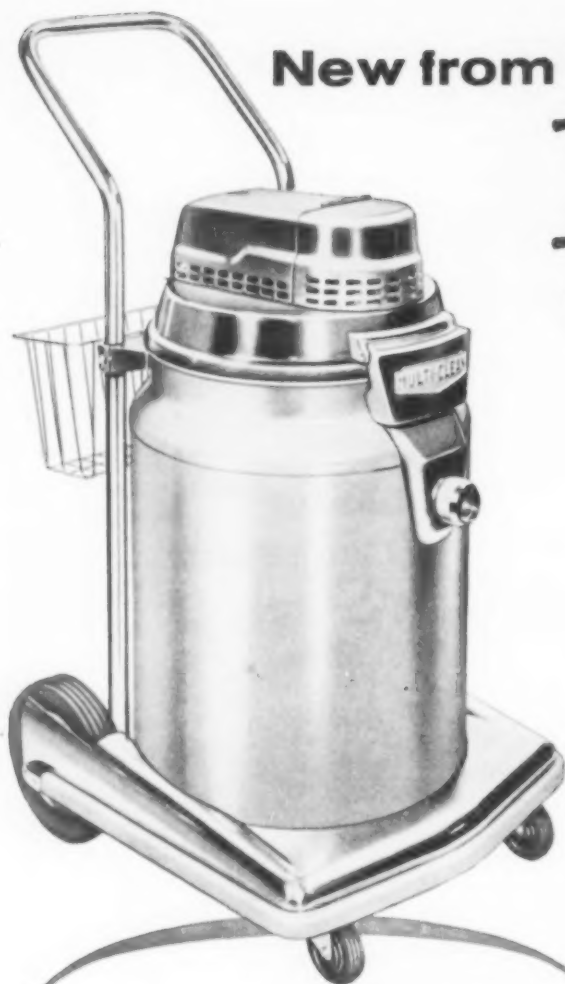
sales personnel arouse customer interest in this convincing demonstration.

Your customers will see for themselves the effectiveness of your water repellent treatment. Simply dip card in the jar of water, remove, shake off excess water, then show the difference between the two halves of the card. It's a dramatic, sales producing demonstration.

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November, 1959

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New from MULTI-CLEAN... the

Imperial

VACUUM CLEANER

It's Powerful! To create the powerful suction needed for *complete pickup*, the heavy-duty turbines of the new Multi-Clean IMPERIAL pull in air at rates up to 216 miles per hour.

By moving *more cubic feet per minute* . . . and at greater speeds, more suction is naturally obtained.

It's Rugged! Despite their handsome, elegant styling, the Multi-Clean IMPERIALS have the heavy duty construction needed to make them real work horses. Motors, too, last longer.

This is because power for the IMPERIAL "10" and "15" Series Vacs comes from special heavy-duty motor units designed and built by Multi-Clean exclusively for this purpose. They turn at 12,000 rpm with no load and 9,550 rpm with full load. This is *much slower* than the speed at which most other vacuum motors must operate in order to create the same suction. This slower speed means less wear, longer life.

It's Easier to Operate! The IMPERIAL is designed with the user's convenience in mind.

The tank, for example, has a non-clogging gravity drain. It can be emptied of liquids without disturbing the head. Large gray wheels make it easier to move up and down stairs or from building to building. In addition to the wheels, it also has two ball bearing gray swivel casters. This makes it virtually tip-proof by providing support at 4 points instead of the usual 3 . . . an important factor when we realize a 17-gallon Vacuum Cleaner weighs about 300 lbs. when full!

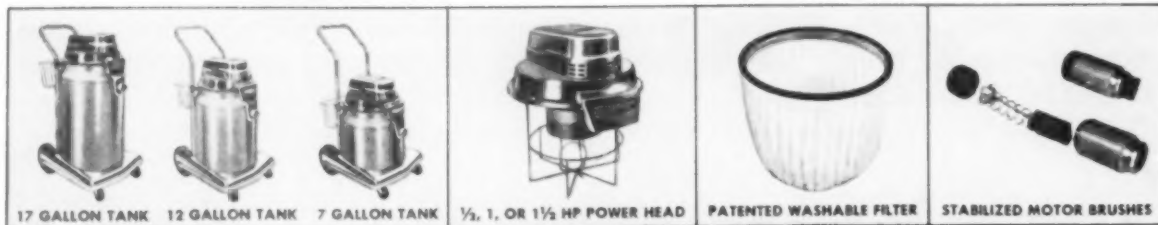
More Features! Patented, washable filter is pleated to provide 1400 sq. in. of filter area. It's made from a special quick-drying synthetic fibre that won't rot or mildew. Can be washed, rinsed, and drip-dried in minutes . . . 30-foot, 3-conductor cable has same twist lock connector as most Multi-Clean Floor Machines. If you wish, same cable can be used for both . . . Stabilized motor brushes (an exclusive, patented Multi-Clean feature) outlast standard brushes 2 to 1.

You'll want to learn more about these exciting new Vacuum Cleaners. Call your Multi-Clean Distributor *today* . . . or write to Multi-Clean Products, Inc., Dept. NC-71-119, St. Paul, Minn.

3 Series; 10 Models

The new Multi-Clean IMPERIAL line of Vacuum Cleaners consists of 3 series: the IMPERIAL "5" (1/2 hp), IMPERIAL "10" (1 hp), and IMPERIAL "15" (1 1/2 hp). Each of these power units may be used with 7, 12, and 17-gallon tanks and with a Kon-Vert-O-Vac attachment on a 55 gallon drum; thus power and tank capacities can be tailored to your needs.

MULTI-CLEAN[®]
Method



17 GALLON TANK 12 GALLON TANK 7 GALLON TANK

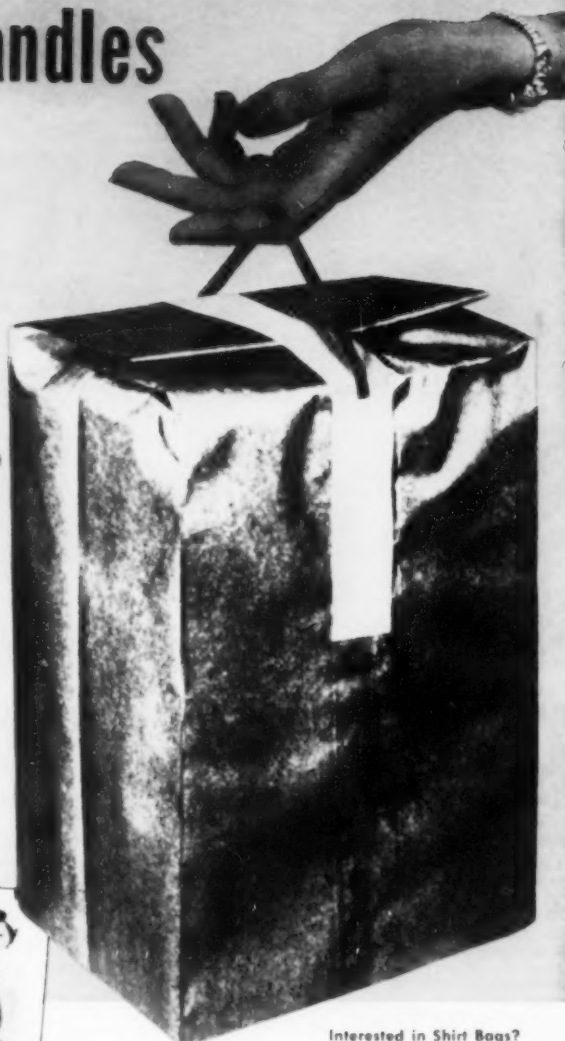
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LEGAL DECISIONS

By A. L. H. STREET

Option Ends at Death

When two business co-owners die almost simultaneously, does a purchase option remain valid for either estate?

Mr. Bishop and Mr. Vose owned all stock in a corporation and were mutually bound by agreement that in the event of the death of either "the survivor . . . shall have the right (for a limited time) to purchase from decedent's estate his stock . . ." By its terms this agreement was to "operate

for the benefit of the stockholders and their respective executors, (and) administrators."

Mr. Bishop died first and Mr. Voss died shortly thereafter. The administratrix of Mr. Bishop's estate asked the court to extend the time within which she might exercise the privilege of stock purchase which she claimed under the agreement.

The United States Court of Appeals, Third Circuit (*Bishop v. Vose's Estate*, 264 Fed. 2d 244) dismissed the

suit on the ground the agreement provided explicitly that between the stockholders the privilege of acquiring the stock of the other should be accorded to the survivor. There was no need of a decision whether a survivor had to exercise the option personally, or whether his executor or administrator could do so after his death as Mr. Bishop did not survive Mr. Vose. Therefore the situation never arose under which Mr. Bishop or anyone in his interest could assert a right to purchase the Vose stock.

The court's decision suggests the importance of a special agreement to provide for simultaneous or close death of co-owners.

Unemployment Compensation

Will unemployment compensation be paid to an employee who resigns when denied a salary increase?

The Pennsylvania Superior Court ruled in the negative in the case of an employee who resigned from her position after being denied a raise in her weekly pay. The employee said she had been told by her superior that a raise would be forthcoming but that it would depend on her work. At the end of five months no increase had been granted and she said it had "a decidedly frustrating and demoralizing effect" and she was "compelled, involuntarily, to resign."

The court ruled in *Wood v. Unemployment Compensation Board of Review* (150 Atl. 2d 179) that the employee was disqualified from receiving benefits because she had voluntarily left her position without cause of a necessitous and compelling nature.

Condemned-Property Valuation

What economic factors may be included in evidence at a hearing of state condemnation of business property?

The State of Minnesota condemned for public use property owned by a laundry and cleaning company. Commissioners appointed by the District Court to determine damages fixed the amount at \$122,218.

Both state and company were dissatisfied with the decision and appealed to the District Court. A jury assessed the damages at \$57,500 and the District Court awarded judgment for that sum.

The company then appealed to the Supreme Court, which ordered a rehearing on the grounds that the District Court had erred in determining what factors could be considered by the jury in valuing the property (*State of Minnesota v. Red Wing Laundry and Dry Cleaning Co.*, 93

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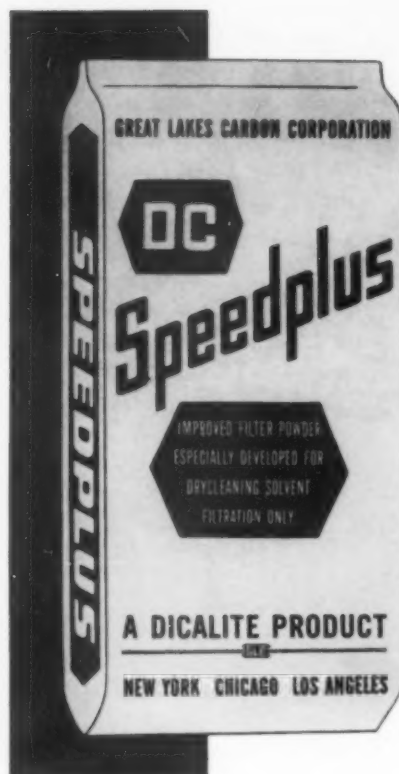
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N.W. 2d 206). Said the Supreme Court:

"We are of the opinion that the practical rule should be that evidence of reproduction cost, less depreciation, is admissible in all condemnation cases as a factor reasonably bearing on the market value of the property. However, in computing depreciation, consideration must be given to physical 'wear and tear' and economic and functional obsolescence."

Economic obsolescence, according to the court, would include factors which might cause a reduction or increase in property value resulting from external or environmental influences such as changes in the neighborhood or zoning laws.

Functional obsolescence would include internal factors involving in-

adequacies of a structure which have developed due to technological improvements—in this case a 27-foot ceiling in a laundry which at present might be considered unnecessary due to the advent of air conditioning and efficient ventilation systems.

Negligence or Contract Breach

Can a drycleaner be sued for damages in the loss of a garment on the ground of negligence after failure of a first suit on the ground of breach of an implied warranty of safekeeping?

The Illinois Appellate Court, First District, ruled in the negative, stating that a customer is entitled to but one suit against the cleaner—either on the ground of breach of contract or of negligence. But having chosen one course and lost the suit, he has no

right to bring a second suit on the other ground.

The case in point (*Smith v. Weiss*, 149 N.E. 2d 471) was a suit brought by the owner of a fur coat entrusted to a cleaner for servicing. The owner sued for damages after the coat was lost, alleging that the cleaner had implied a warranty of safekeeping.

The suit was dismissed for failure of the owner to prove that any such warranty had been given. The plaintiff subsequently tried to bring a second suit on the ground that the cleaner had negligently failed to safeguard the fur coat against loss.

In refusing the case the court noted that one who assumes custody of chattels belonging to a customer is merely bound to use ordinary care for their safekeeping unless there is a special contract enlarging his liability. In the absence of special agreement there is no insurance that the goods will not be stolen.

Sidewalk Obstructions

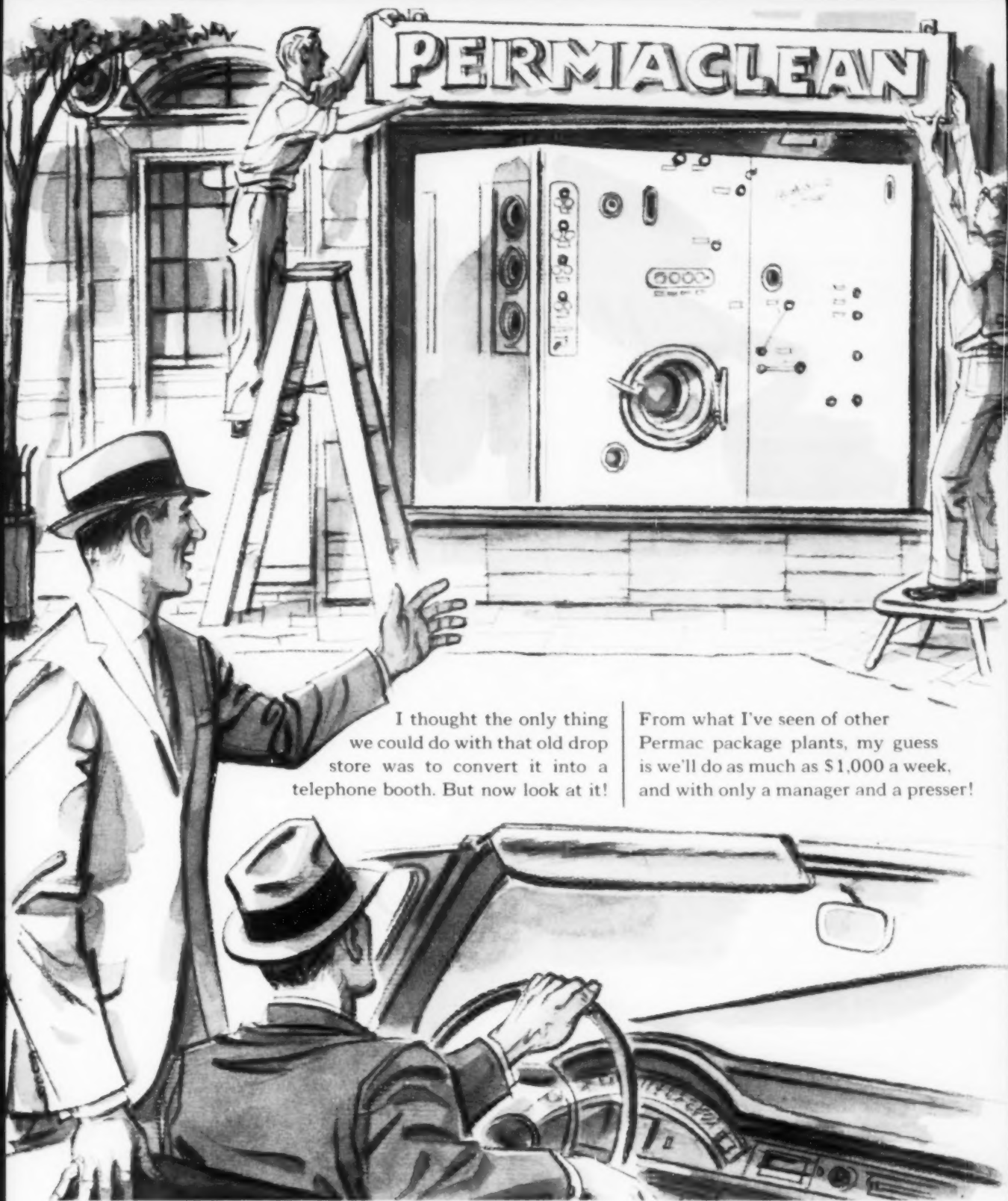
When do obstructions constitute an abatable nuisance?

A New York apartment house owner sued a laundry company to enjoin obstruction of the sidewalk in front of the apartment building by the parking and storing of laundry trucks there, and also for resultant damages.

The trial court awarded nominal damages and permanently enjoined the laundry company from continuing the obstruction (*Graceland Corp. v. Consolidated Laundries Corp.*, 180 N.Y. Supp. 2d 644). The company appealed the decision and the Appellate Division of the New York Supreme Court decided the apartment house owner was entitled to special damages and an injunction. However, the court also ruled that the laundry could use the sidewalk for temporary loading and unloading of its vehicles.

The court laid down the following rules as applicable in such cases: Obstruction of a public street or sidewalk beyond reasonable uses permitted to abutting owners is a public nuisance. In the absence of special damages a public nuisance is abatable only by public authorities. One who sustains damage or injury beyond that of general inconvenience due to a public nuisance may collect damages and/or obtain an injunction against its continuance. But there must be a substantial impairment of street usage in front of the abutting owner before he is entitled to a private injunction. There is no requirement that there be direct damage to a private property owner resulting from public nuisance before he has a right to an injunction.

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QUESTIONS and ANSWERS

Carding Cashmere

This cashmere coat was cleaned at my plant in the usual way with perchloroethylene, yet the customer complains the material is harder and a darker shade than when she bought it. Is it possible the coat is not cashmere as claimed?

—I. C., Tennessee

This coat is unquestionably cashmere as indicated by the garment tags. I don't think there is anything wrong with the fabric or with your processing of it. All it needs is to be carded lightly with a fine wire carding comb. Then steam it without using any head pressure on the press. The garment should then be satisfactory to the customer.

Coats of this kind, when cleaned, sometimes tend to pill a little on the surface of the fabric. This has a decided effect on the feel of the fabric, and will also give it a different shade since the light is not reflected the same as before.

Damage by Abrasion

What caused the holes in this dress? The customer claims they are due to negligence during the cleaning process.

—A. D. L., Puerto Rico

This garment appears to have been damaged by some form of abrasion that has torn the fabric. Chemical tests show oil or grease around the damaged areas, indicating that the fabric has been caught either in or under some piece of machinery. There is no indication that the damage was caused by any chemical activity.

Bleeding of Acid Dyes

What has caused the discoloration of this man's tan silk suit? The fabric was discolored by plain water used in pre-spotting. We tried to restore the color with acid treatment.—A. C., New York

This fabric has been made from white and black yarns of pure silk fiber. These yarns interwoven have given the tan shade to the fabric.

The bleeding of dyestuff has been caused by the use of ammonia or a similar alkali on the fabric which bled the brown component of the black dyestuff into the white yarns.

Acid dyes used on silk and wool fabric will usually bleed to alkaline solutions, and the spotter must be aware of this possibility. Fabrics con-

taining such dyes cannot be considered unserviceable.

The only way to attempt restoration and to clear this dye condition is to soak out the trousers in a bath of water and neutral lubricant. Just soaking in such a bath may start the loose dye bleeding or it may be necessary to add some ammonia to start the dye bleeding. The bath may have to be changed as it becomes discolored with the dye. Then when the discoloration

is cleared, the dyestuff should again be set, using an acetic acid sour bath. Then extract and blow dry on a wind-whip.

Acetate Fiber Dissolved

Is there any way of repairing the damage to this pair of man's brown stripe trousers?—A. C., Delaware

These trousers are made of acetate fiber. The damage has been caused by



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a partial dissolving of this acetate fiber which then resolidified to form this hard area in the fabric.

Acetate fiber is damaged by several chemicals such as glacial acetic acid, ethyl acetate, chloroform, nitrobenzene, and is quickly dissolved in acetone. We applied some acetone to a sample of the fabric of this garment and pinned this sample to the garment in the damaged area. This will show you how closely the damage was duplicated. As a result, we are of the opinion that a chemical such as acetone has been accidentally contacted by this garment.

There is no means of restoration for this type of damage.

Faulty Bleaching

This lady's white wool jacket was damaged during cleaning in my plant. What caused the damage?

—H. C. L., TEXAS

This fabric deterioration is due to overoxidation. This may have been caused by faulty bleaching at one particular time, or it could be due to the effect of several harsh bleaching procedures. This bleaching, in turn, has caused an oxycellulose condition.

Sodium perborate, a mild oxidizing

bleach, is generally used in bleaching garments of this type. In this case it seems that stronger bleaching agents, such as potassium permanganate, may have been used at some time.

Steam Caused Stiffness

We cleaned this sheepskin-lined jacket in the normal manner. What caused the sheepskin to stiffen? Can anything be done to restore its softness? We have cleaned it before with no unusual effect.

—P. L., New York

The stiffening was caused by the sheepskin pelt coming in contact with steam in some manner. Such damaged areas can usually be reclaimed in this way: Mix a solution of 250 cc. water, 5 cc. amyl acetate, ½ ounce salt and apply to the stiffened area with a rag or sponge. Dampen in the solution and rub in gently with a circular motion until the place gets soft. Then roll between the fingers in all directions.

When the entire pelt gets evenly soft and spongy, nail out the area to a flat board using small brads about ¾ inch long. Use the dull edge of a knife or bone spatula to rub out any excess moisture. Let the flesh fiber dry out about 25 percent and then add an oil such as neat's-foot oil, mineral oil,

or a finishing oil #6 with a circular motion. Dry overnight and remove nails. If an excess of oil remains, a short rinse in the drycleaning washer will clear it.

Fugitive Dye Removal

This pair of trousers was prespotted and cleaned after being brought in with baby burp on them. After cleaning we noticed large yellow areas apparently caused by fugitive dye. What caused the damage?—T. A. C., California

Under ultraviolet light it appears the trousers are quite generally stained with fugitive dye. The pre-spotting procedure might have caused a bleeding of the brown rayon yarns, particularly if the garment had been allowed to lie in a hamper for a time before cleaning. This is dangerous for any length of time as even plain water will often cause a bleeding of dye under such conditions.

I would suggest that this pair of trousers be put to soak in a water bath to which has been added one of the synthetic detergents or wetting agents. Several hours in the bath may clear the fugitive dye. If necessary, some ammonia might be added to start bleeding, but I would try the neutral bath first. If ammonia is used it might be well to stay with the job, working the trousers occasionally. Then rinse them thoroughly, followed by a weak acetic acid sour bath. Blow dry on a windwhip.

Plastic-Button Damage

Use of anti-moth spray on this robe seems to have reacted with the buttons, resulting in a loss of color in that area. Will these light areas show if the robe is dyed?—M. C., Tennessee

The loss of color on this garment is due entirely to the plastic buttons. The anti-moth spray had nothing to do with the damage. This problem developed with the use of surplus plastic material immediately after World War II. This plastic, originally for defense uses, is made of a nitro-cellulose material and gives off oxides of nitrogen which in turn hydrolyze to form a strong mineral acid—nitric acid. Such strong acid fumes in direct contact with the fabric cause color loss as well as some fiber deterioration.

While the color loss might be overcome by redyeing, the fibers in the affected area have been damaged and may not take on the dye in the same manner as the unaffected areas. There is also the danger that in the dyeing process these damaged areas may fall apart completely.



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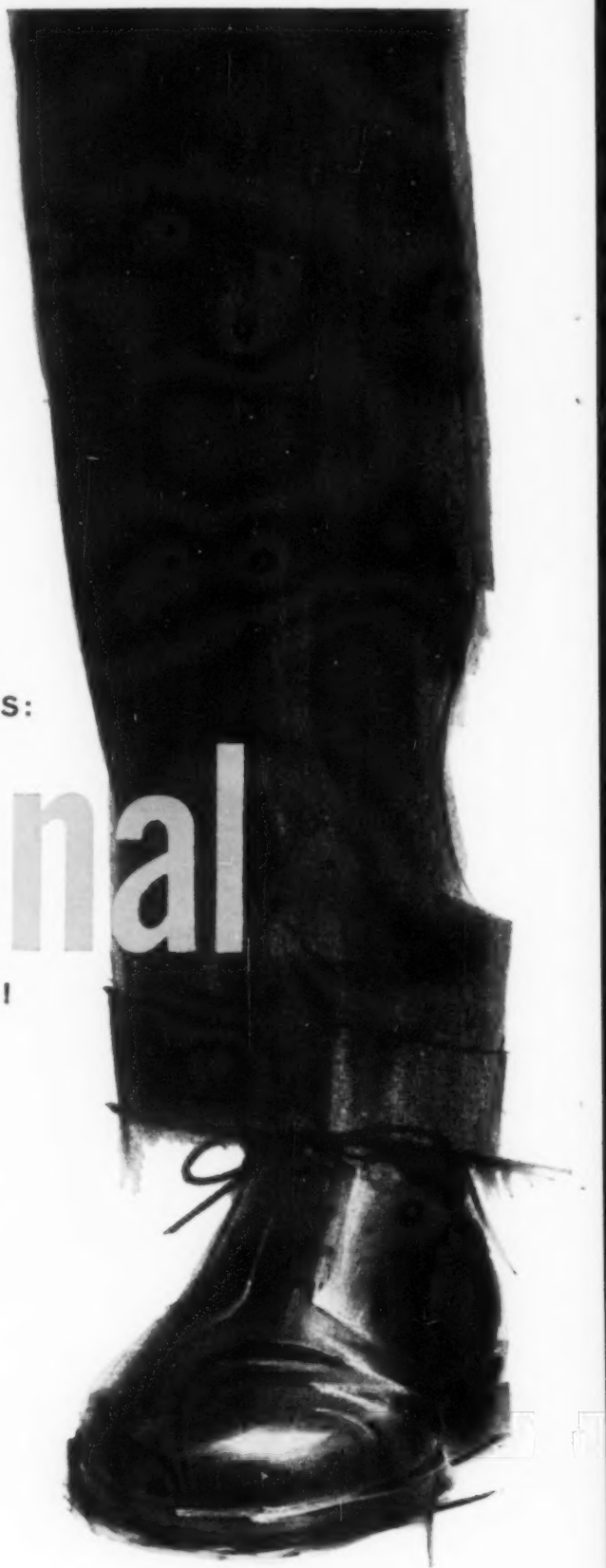


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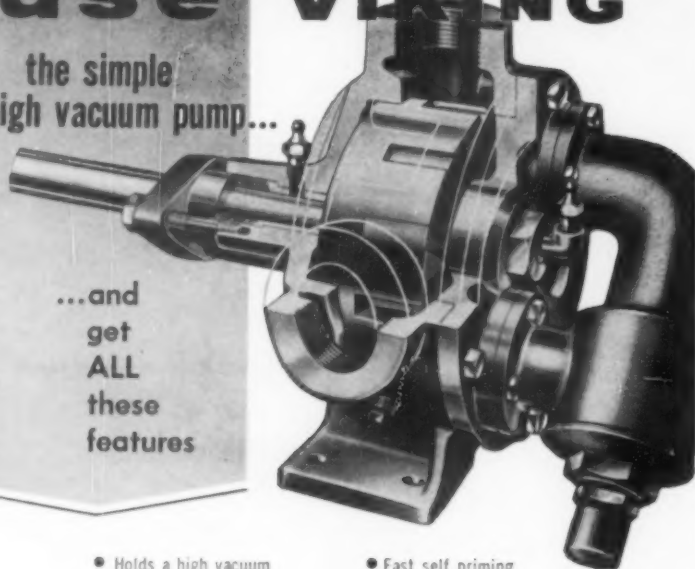


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N.I.D. NEWS



NID Services Khrushchevs: The NID played a dual role of importance during the recent United States visit of Soviet Premier and Mrs. Khrushchev. All clothing of the official party was drycleaned with special daily service by the Institute cleaning plant during the visit, and the NID was host to Mrs. Khrushchev for a tour of the facilities during the last day of her stay.

The free drycleaning offer by the Institute included a party of some two

dozen officials in residence at the President's guest house. Each plastic bag protecting the drycleaned clothing bore a message to the Soviet Premier that pointed out the importance of the drycleaning industry in the United States.

On September 26, the day before her departure, Mrs. Khrushchev visited NID headquarters at Silver Spring, Md., was welcomed by general manager George P. Fulton, and

was then taken on a guided tour of the cleaning plant by its manager, Judd Randlett. After touring the Institute, Mrs. Khrushchev was presented with a copy of Dr. Dorothy Lyle's "Focus on Fabrics."

At the end of her tour, the first lady of the Soviet Union said she was impressed with the amount of drycleaning done in the United States and hoped there would soon be more in the Soviet Union. She is shown, center, leaving the Institute, escorted by Mr. Fulton, far left, and Mrs. Henry Cabot Lodge, far right, wife of the U. S. delegate to the United Nations.

##

NID Bulletins: An explanation of employee loyalty in relation to the sale of the company services has been published from two different angles in literature from the NID. The first, a Selling Tips article, is called "Disloyalty Is a One-Way Street to Failure." It stresses that loyalty is part of every job in every drycleaning plant and is important as a sales aid.

The second, a Sales Meeting Guide entitled "Loyalty," outlines lecture and discussion material to be presented by management at sales meetings. Four meetings and subsequent discussion periods are covered in the NID bulletin.

Fabrics—Fashions FF-60, called "Loss of Brightness in Fluorescent-Dyed Fabrics," explains appearance, causes and renovation of color damage on such fabrics.

##

Ad Agency Appointed: Erwin Wasey, Ruthrauff & Ryan, Inc., one of the country's largest advertising agencies, has been appointed to advise NID on a program aimed at improving the public's impression of the professional drycleaner. The program is being discussed at various state conventions beginning with the annual meeting of the Virginia Association of Launderers and Cleaners in September.

##

NID Urges Reprint Usage: Drycleaners are being urged to purchase and give away reprints of two recent articles from the Kiplinger magazine, *Changing Times*, to help erase customer fears about drycleaning and to establish an alert and vocal group for the industry to impress magazine publishers.

The articles available for reprint are "Don't Expect Too Much of Men's

NATIONAL CLEANER & DYER

These New Improved Specialties by Newhouse Save You Work, Time and Money



STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. . . .

\$69.50

Replacement Liner
\$ 4.95

ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown **\$39.75**

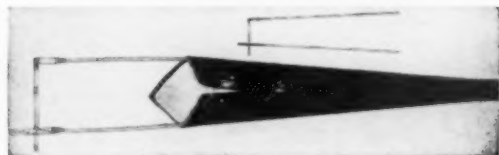
With stand add \$15.00

Scale alone \$18.00

Basket alone \$22.00



SELF-LOCKING TIE FORMS



No. 1 Prong type for ties with center stitch \$4.95



No. 2 Closed type for open center ties \$5.95

Both forms are self-adjusting at any point. Both are ideal on press or finishing board. To end all your tie finishing problems, you need both these fine tie forms.



**COAT
VENT
CLAMP**

Grips and holds coat vents firmly in place while garment is being finished on coat machine or Adjusta-Form. Leaves no imprint. Cuts finishing costs.

Only \$3.00 each or \$5.50 a pair.

SEND FOR FULL LINE CATALOGUE

Sold Through All Drycleaning and Laundry Jobbers.

NEWHOUSE SPECIALTY CO. INC., 3827 San Fernando Road, Glendale 4, Calif.

STAPLER AND CUFF TACKER



FIG. 1

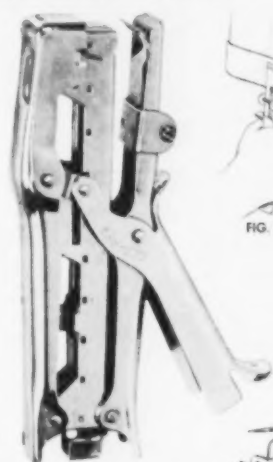


FIG. 2

Cuff Tacker
Attachment
Only \$7.95

Ace Stapler
Complete with Attachment
\$14.95

5000 STAPLES \$1.50
Specify "Chisel Pointed"

This new revolutionary Ace Stapler Attachment eliminates the old, time-consuming sewing method. It's quick and easy. Fig. 1 and 2. Insert attachment needle through outer cuff only, with stapler's plunger jaw inside trouser leg. One squeeze and the job is done! If you already have Ace Stapler, attachment fits on easily.



Installing Needle
on Stapler
FIG. 3

ALL-IN-ONE MEND-ALL KIT



BEFORE

CUT-OUT

FINISHED

Now you can repair small holes in garments the new way—with cement . . . and match fabric weaves perfectly. Kit contains full instructions and all necessary equipment. Repairs are made easily and quickly. Anyone can do it. Fig. 1 Closing slight gap between die cut hole and patch with push sticks. Fig. 2 Applying cement to back of patch. Cement withstands repeated drycleanings. Kit complete . . \$18.95

Replacement Cement, per tube \$3.95

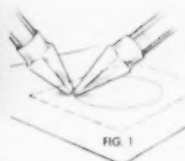


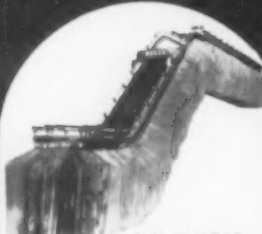
FIG. 1




FIG. 2

**conveyors by
RAILEX**

*Distributed by
Leading Equipment Dealers
throughout the world*



SKY-MASTER



SLICK-MASTER



SHIRT-MASTER



ROBOT-MASTER



SPACE-MASTER

**QUALITY IS
STANDARD
EQUIPMENT
ON
CONVEYORS
by
RAILEX**

WRITE FOR DESCRIPTIVE CATALOG
Dept. N

Railex Corp.

634 DEAN STREET-BROOKLYN 38, N.Y.

Wash & Wear Suits," and "All About Dry Cleaning." The September issue of the NID Reporter Bulletin emphasizes the importance of distributing these reprints among customers.

#

General Course Graduates: Twenty-two students from 13 states, Canada and Germany recently completed the 107th General Course at the NID. The students began classes July 6 and completed the 12-week course on September 25.

Shown on the steps of the Institute building are, left to right, front row: Stuart Alpart, Bergen Valet, Inc., Bergenfield, N. J.; Robert Schiff, Modern Cleaners, Inc., Saginaw, Mich.; Tran Van Ba, Sanitary Dry Cleaners, Lansing, Mich.; Richard Capps, Jr., Royal Cleaners, Myrtle Beach, S. C.; Jerome Curry, Sullivan's, Yakima, Wash.; Walter Hetman, Station Laundry, El Toro, Calif.; Richard Casale,

G. A. Braun, Inc., Syracuse, N. Y.; Thomas Gaddie, Gaddie Cleaners, Corpus Christi, Tex.; Hans-Jorg Ruess, Heinrich Thulesius, Duckwitzstrabe, Germany; Herbert Hoffman, Carolina Cleaners & Laundry, Kinston, N. C.; Bill Henson, Godfrey's Cleaners, Rogers, Ark.; Edwin Piercy, 60 Minute Cleaners, St. Petersburg, Fla.

Back row: Ovidio Fina, A & R French Cleaners, Brooklyn, N. Y.; Emil Wheeler, Wheeler Keep U Neat, Mission, Tex.; Richard Peppe, Marvel Cleaners, New York, N. Y.; James McHugh, Ned's Cleaners & Furriers, Jin Thorpe, Pa.; Arthur E. Kyner, Emery Dry Cleaning Company, Sebring, Ohio; Alan Tomaric, Universal Cleansing & Dyeing Company, Cleveland, Ohio; Samuel Mingle, Pantex Manufacturing Ltd., Montreal, Que., Canada; Paul Davis, (Veterans Administration), Coralville, Iowa; James Knox, Prosperity Dry Cleaners, Gettysburg, Pa.; Salvatore Marano, Jr., Crosstown Cleaners, Philadelphia, Pa.



SIGNS OF THE TIMES

Continued from page 12

in coats, including mohairs, vicuna, and spongy, hairy or satin-finish wools.

#

Safe Driving Awards: State safety awards were presented during the recent three-day annual conference of the North Carolina Motor Carriers Association's Council of Safety and Personnel Supervisors. Listed among the 31 award winners are: Southern Cleaners and Laundry, Inc., Jacksonville, N. C.; College View Cleaners and Laundry, Greenville, N. C.; Carolina Cleaners & Laundry, Inc., Kinston, N. C.

#

Go Vest, Young Man: Traditional men's suits are sporting a new-old look this season with the return of the vest. Matching vests, vests ablaze with color, and vests in all fabric textures are appearing with the cool weather. Some of the fabrics chosen include broadtail, cotton, velveteen, Viyella, and countless wool and synthetic combinations. Many are reversible for a quick change.

#

SBA Bulletins: The Small Business Administration has published Management Aid No. 103 containing a warning to "beware of the busy, busy bosses." The leaflet describes a number of pitfalls for plantowners and managers. The bulletin is described as "a helpful guide when doing some honest management soul-searching."

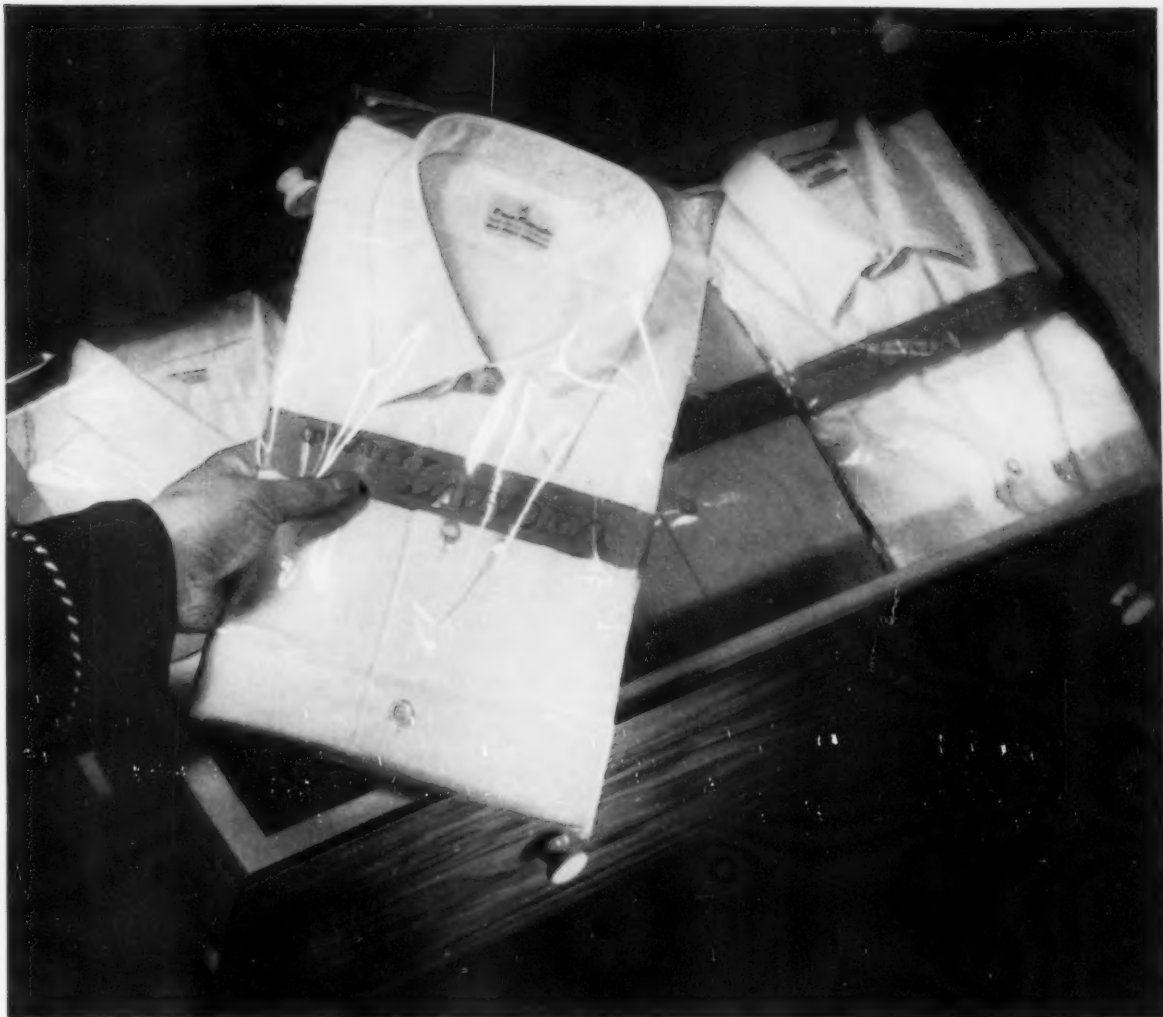
Bulletin No. 102, also recently released, is entitled "Keeping Your Salesmen Enthusiastic." This SBA aid discusses both financial and non-financial incentives and stresses the need for plantowners and managers to let sales personnel know their efforts are appreciated.

The bulletins are available without charge from the SBA, Washington 25, D. C., or its field offices.

#

Spotlight on Synthetics: The accent is on fabrics of man-made fibers in recent showings of fall-winter Paris collections. Leading fashion houses showed the new softer silhouette in weaves with Orlon acrylic fiber, nylon or acetate, and blends, often with textured yarns for greater surface interest.

NATIONAL CLEANER & DYER



Today, the well dressed shirt wears **POLYETHYLENE**

There's something extra fresh . . . almost spanking new . . . about laundered shirts packaged in clear polyethylene. Customers respond to polyethylene packaging, and this response can build laundered shirt business for you.

Look at the special advantages polyethylene packaging offers:

Polyethylene film's "see-through" clarity is a show window for the service you're selling your customers. They like the clear, durable packages.

Polyethylene film is easy to print on—lets you merchandise your quality laundering right on the shirt package.

Polyethylene film works well in packaging

operations . . . resists tearing . . . can be easily heat sealed.

Polyethylene film is the most inexpensive *clear film* you can buy.

Polyethylene film is now clearer than you've ever seen it before. One of U.S.I.'s polyethylene resins — PETROTHENE[®] 207 — has become one of the most popular with producers of film used for packaging shirts. Ask your supplier about the special advantages of clear polyethylene film. U.S.I. will be glad to furnish the names of extruders making this film.



INDUSTRIAL CHEMICALS CO.
Division of National Distillers and Chemical Corp.
99 Park Ave., New York, 16, N. Y.
Branches in principal cities

Pantex Announces Two Appointments



JACK BLAUFARB



ALVIN CUTTLE

Two appointments have been announced by Pantex Manufacturing Corporation, Pawtucket, R. I.

Jack Blaufarb was named New York district service manager, and Alvin Cuttle has joined the New York district office as sales engineer.

Mr. Blaufarb was formerly service manager for the drycleaning division of Butler Manufacturing Company up to

the time of its acquisition by Pantex. He previously had experience as head of manufacturing for an appliance concern.

Mr. Cuttle was previously associated with Butler as sales engineer. He has a background in drycleaning and laundry, and two years before joining Butler he owned and operated both petroleum and synthetic solvent plants in the Washington, D. C., area.

Anderson-Prichard Sales Meeting



A sales meeting for distributors was held recently in Chicago, Ill., by Anderson-Prichard Oil Corporation, Oklahoma City, Okla. The agenda included discussions on the latest solvent developments and an exchange of ideas for most efficient operations.

Roland V. Rodman, president, addressed the group on the manufacture and marketing of the increasing volume of petroleum products, and an ovation was given C. H. Dresser, vice-president of industrial sales, who recently retired. He was presented with a diamond ring in tribute to his 39 years in APCO solvent sales.

A management session was conducted by sales, industrial relations, technical, research and development personnel. They include C. C. Allen, C. A. Gault, C. A. Cotter, Jr., J. E. McKinney, J. R. Grantham, R. E. Johnson and D. D. Rubek.

Time Savers Expands

Time Savers, Inc., Montclair, N. J., has expanded its sales organization with the following manufacturers' representatives who will contact distributors throughout the country. All the men are well known and thoroughly experienced in the dry-

cleaning and laundry industries and they will work with jobbers' salesmen to familiarize them with the firm's products.

Mike Friedman will cover New York City, New Jersey, Delaware, Maryland, District of Columbia and eastern Pennsylvania.

Howard Berger will represent the company in Indiana, Ohio, Michigan, Kentucky, western New York and western Pennsylvania.

Carl Blesch will service the area comprising Illinois, North and South Dakota, Minnesota, Wisconsin, Nebraska and Iowa.

Barney Sussman and William Winer remain as representatives in the same territories they previously covered.

Hagan Acquires Bruner

Bruner Corporation, Milwaukee, Wis., and Los Angeles, Calif., has become a wholly owned subsidiary of Hagan Chemicals & Controls, Inc., Pittsburgh, Pa.

W. W. Hopwood, Hagan president, pointed out that the new subsidiary provides a natural extension of Hagan's interests in the water treatment field.

T. W. Bruner, president of Bruner Corporation since its founding in 1945, will continue in that capacity. No changes in personnel or marketing policy are anticipated, according to both executives.

Eaton Sales Meeting

The fall sales meeting of Eaton Chemical and Dyestuff Company in Detroit, Mich., was attended by all officers of the company, including Berrien Eaton, chairman of the board; all department heads; and Detroit, Toronto and Windsor salesmen.

The meeting was conducted by W. Thompson Tambke, president and sales manager of the Industrial Chemical Division. Among those present from Toronto was Howard G. Oster, vice-president.

Wallerstein Adds Stangohr

James B. Stangohr has joined the sales organization of the Wallerstein Company, division of Baxter Laboratories, Inc., Staten Island, N. Y.

Previously associated with major manufacturing companies, Mr. Stangohr will serve the drycleaning industry in the Chicago area. He has had specialized training at the National Institute of Drycleaning.

Fiddle Joins Ad Firm



LEN FIDDLE

Len Fiddle, former editor and assistant publisher of a laundry and drycleaning trade publication, has joined Wilbur-Ciango, Beekman and Packard Advertising, New York, N. Y., as account supervisor.

Mr. Fiddle will supervise all laundry and drycleaning accounts for the agency.

Honeywell Reorganizes Sales



RAY R. WEST

Minneapolis-Honeywell Regulator Company, Minneapolis, Minn., has announced realignment of sales administration activities involving the control systems it produces for dry-



There's STYLE in American Clothes

...and they have it as long as they last! It's because American people enjoy the services of 15,000 professional drycleaners with modern equipment and the finest modern solvents such as...

Perk'

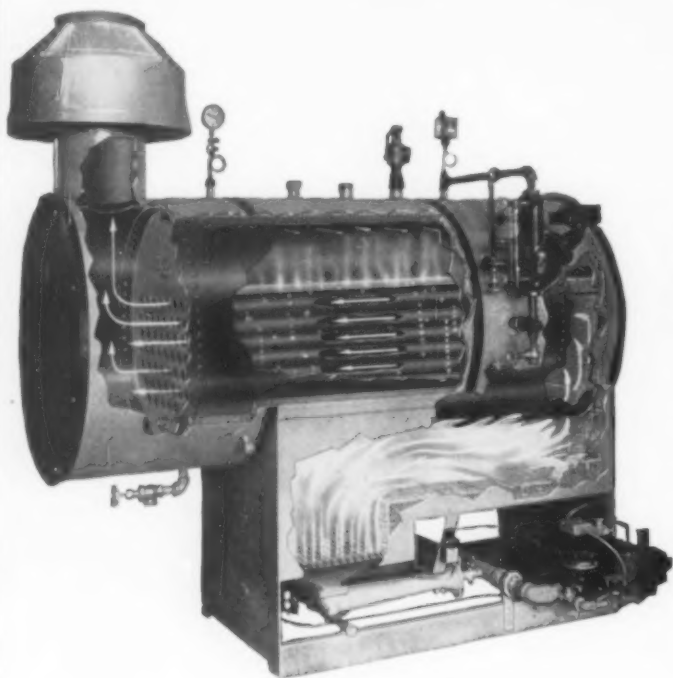
STAUFFER'S PERCHLORETHYLENE

*12 Quality Control measures
insure the safety of
fine fabrics*



STAUFFER CHEMICAL COMPANY

380 Madison Avenue, New York 17, N.Y.



GAS FIRED LATTNER HRT

See —

the simplicity of design.
the 10 sq. ft. heating surface per H.P.
the quiet atmospheric gas burners.
the simple control setup.
the factory installed combustion chamber.
the rock wool insulated jacket.
an HRT boiler all in one piece.
the boiler that "coasts" with the load.
sizes 3 H.P. to 50 H.P.

Dealers Most Everywhere

P. M. Lattner Mfg. Company
Cedar Rapids, Iowa

cleaning and industrial fields. Consolidated into a new Industrial Controls Division are the company's control devices and machine controls departments.

Ray R. West, former head of the control devices section, has been named manager of the new division. He pointed out that by locating offices in Minneapolis, the company will be able to provide on-the-spot coordination of engineering, production and sales of the division products.

Before his new appointment, Mr. West held a variety of sales and administrative posts. He joined the company in 1925 and has served as sales engineer in the firm's Philadelphia and Chicago branch offices, manager of industrial and commercial activities in its Washington office, and has been market manager for the Brown Instruments Division.

Bunn Executive Promoted

Richard B. Bunn has been promoted to vice-president and general manager of the B. H. Bunn Company, Chicago, Ill., it was announced by B. H. Bunn, president.

Richard Bunn joined the company in 1946 as a service trainee and later worked as a

sales representative in Ohio. After a training period he joined the home office in Chicago in the sales department and subsequently became vice-president and sales manager.

APCO Consolidates Sales



C. A. GAULT

Consolidation of sales activities for Anderson-Prichard Oil Corporation, Oklahoma City, Okla., has been announced by Roland V. Rodman, president.

E. K. Ketcham, former vice-president of refined sales, was appointed vice-president of marketing following the recent

retirement of C. H. Dresser, vice-president of industrial sales. Mr. Ketcham, who has been with the company for 31 years, will guide marketing activities of all company products.

Under the new arrangement, C. A. Gault has been made manager of the Solvent Sales Division. Advertising and sales promotion for all A-P sales divisions will be coordinated by W. G. Hume, sales promotion manager.

Keyes Joins Carman

Joe Keyes has joined the sales staff of Carman Supply Co., Inc., Cleveland, Ohio, and will represent the company in the Akron, Canton and Youngstown area. Mr. Keyes has had 15 years experience in the dry-cleaning business.

The company also announces the retirement of W. J. (Bill) Edwards. For 35 years Mr. Edwards had served as sales representative in the area which will now be serviced by Mr. Keyes.

Flynn Retires

O. C. Flynn has resigned from his office of president of Flynn & Wheat, Inc., Lexing-

ton, Ky., because of ill health, it has been announced.

The business will continue in the same location under the management of Mr. and Mrs. Wheat, who have purchased Mr. Flynn's interest, and will be known as V. & W. Wheat, Inc.

Detrex Appoints Romine



ROY T. ROMINE

Roy T. Romine has been appointed chief engineer of the Drycleaning Division of Detrex Chemical Industries, Inc., Detroit, Mich., it was announced by R. A. Emmett, Jr., vice-president.

A graduate of the University of Michigan, Mr. Romine holds a degree in industrial mechanical engineering. He has been assigned to the new Detrex Bowling Green, Ky., plant in charge of engineering research and design.

Unimac Appoints Redden



DAVID H. REDDEN

David H. Redden has been appointed divisional sales manager of the Southeastern states for Unimac Company, Atlanta, Ga., it was announced by Carl Heinle, Jr., vice-president of sales.

The announcement noted that

Mr. Redden has wide experience in the laundry and dry-cleaning industries and will organize and expand distribution of Unimac equipment.

Continental Promotes Hohenleitner

Joseph A. Hohenleitner has been named sales manager of the Continental Boiler Division of Boiler Engineering & Supply Co., Inc., Phoenixville, Pa. The announcement was made by W. B. Riley, vice-president and director of sales.

Mr. Hohenleitner joined the company in 1951 after graduating from Villanova University. Before his new appointment he had served as assistant sales manager and had handled application engineering and purchasing department responsibilities.

Mr. Riley also announced the formation of the Flo-Kontroll HTW Boiler Division under the supervision of Maurice W. Williams.

Fluff 'N Puff Association

A group of individual franchise holders of the Fluff 'N Puff method of pillow renovation recently met in New York and organized a formal association.

The purpose is to pool experiences in merchandising for the benefit of all, as well as to create an operating fund to be used for national advertising.

Officers of the new association are: Harry Coronis, president, Nashua, N. H.; Howard Deming, vice-president, Newark, Ohio; Roger Graefe, secretary, Sheboygan, Wis.; and Loren Skaats, treasurer, Indianapolis, Ind.

National headquarters of the Fluff 'N Puff Pillow Service of America, Inc., are in Minneapolis, Minn. Franchise holders cover most of the United States at present and additional holders are being added.

Prosperity Extends Market in Europe



Fred Courtney, president of The Prosperity Company, Syracuse, N. Y., recently returned from Europe to announce the company's program for broad extension of sales activities in the European market.

A new method of sales distribution has been set up to enable the firm's distributors to supply their customers with a more complete range of modern Prosperity equipment. Mr. Courtney added that the first

step in the program is establishment of manufacturing facilities in Brussels, Belgium, and activation of Prosperity's subsidiary firm, The Prosperity Company Continental. The latter firm will handle and control all sales activities for Prosperity products manufactured in the United States and Belgium.

A general meeting was conducted in Brussels recently by Mr. Courtney. Following the



Get Out from Under Those ALTERATIONS!

Let a U. S. Model

518-2

BLIND STITCH MACHINE

Clean up your workroom

FAST

Pays for itself many times over

Pays YOU **BIG** Dividends



U. S. BLIND STITCH MACHINE CORP.

231 West 29th St., New York 1, N. Y.

Lackawanna 4-9144

COMCO

The Water Heater

engineered to give you

More Hot Water Per Dollar!

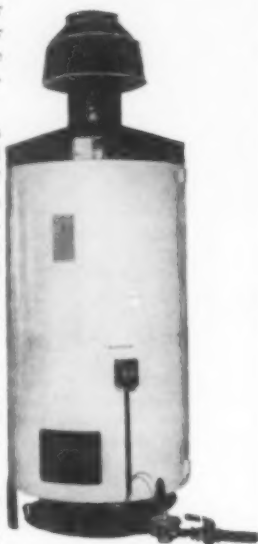
Here is a superior water heater designed especially for commercial installations where trouble-free hot water operation is a must.

Quick recovery provides more hot water and internal flue design gives economy of operation. The tank design combines strength with durability. The heater is hot dipped galvanized inside and out, including tubes, for rust and corrosion-free performance.

The unit is automatically controlled with General Controls. Easy access is provided to both controls and burner.

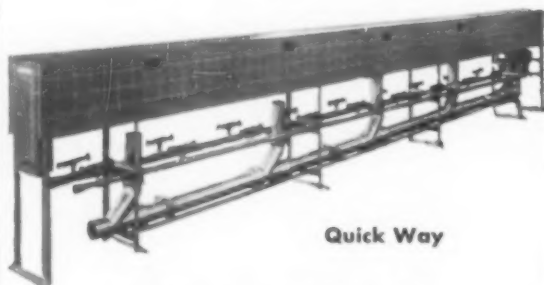
RATINGS:

COMCO 900 — 900,000 BTU per hour
COMCO 700 — 680,000 BTU per hour
COMCO 500 — 500,000 BTU per hour
COMCO 260 — 260,000 BTU per hour



One Year Unconditional
GUARANTEE,
Four-year Prorated
Approved by AGA & ASME
Laboratories

Save Money in Your Coin-Op Store



Quick Way

Prefabricated pipe and electrical unit installation for coin-op stores and laundromats. Completely enclosed with Marlite for long life and ease of cleaning. U.L. Approved.

Sold only through Authorized Jobbers
Eastern Representative: Henry O. Norton,
518 Prescott Rd., Merion Station, Pa.

Jobbers write today for details

COMMERCIAL HEATER CO., INC.

648 N. CALHOUN BOX 4525 FORT WORTH 6, TEXAS

meeting, Mr. Courtney, R. A. DeBottis, export executive vice-president, and R. G. Kaelber, manufacturing assistant manager, visited Germany, Holland, England, France and Italy. Further discussion with distributors in these areas was carried out to plan operation methods for the extended sales activities.

Pantex Appoints Kirschner



WALTER C. KIRSCHNER

Walter C. Kirschner has joined Pantex Manufacturing Corporation, Pawtucket, R. I., as national specialist serving institutions and government agencies.

The appointment was announced by Marvin Green, vice-president and sales manager, who added that Mr. Kirschner will devote full time to planning and engineering drycleaning and laundry operations for hospitals, hotels, schools and other types of institutions. He will make his headquarters at the Pantex general offices but will work in the field with Pantex representatives throughout the United States and Canada.

Mr. Kirschner was previously associated with a machinery manufacturing firm as assistant vice-president for its institutional division.

Lieberman Appoints Keenan



LEROY E. KEENAN

The appointment of Leroy E. "Bill" Keenan, Birmingham, Ala., as representative in the Deep South for B. & G. Lieberman Company, Inc., Jackson Heights, N. Y., has been announced by Gerald Lieberman.

Following a tour of duty with the U. S. armed forces, Mr. Keenan had several years experience as a sales representative and sales manager. He will cover the Alabama and Mississippi area.

NEW PRODUCTS AND LITERATURE

Continued from page 10

made to match his package color or design. The dispenser will accommodate any handle size without adjustment.

For further information about the new Carry-Pack Electro-Speed dispenser, write Carry-Pack Co., Ltd., Schiller Park, Ill.

Sanitone Ad Campaign

A campaign of national advertising in four colors, designed to benefit all quality drycleaners, is scheduled to appear in *Vogue* and *Esquire*, it was announced by Emery Industries, Inc., Sanitone Div.

Dealer promotion material is an important part of the plan as it gives Sanitone licensees a complete program to tie in with the national effort. The material includes local newspaper ads, radio and TV spots, counter

and window displays, along with direct mail and publicity material.



This year Emery is featuring Eagle Brand Clothes for men and Jonathan Logan dresses for women, both of which are distributed nationally. The promotion program is planned to help bridge the important gap between the clothing retailer and the drycleaning industry.

L. E. Francis, left, advertis-

ing manager, and C. D. Easton, account executive, John L. Magro Advertising, Inc., are shown discussing national ad proofs and promotional material.

For more information on the campaign write Emery Industries, Sanitone Div., 4200 Carew Tower, Cincinnati 2, Ohio.

New Hoyt Sniff-O-Miser



A new solvent vapor reclaiming, the Model 1 Sniff-O-Miser, designed for synthetic plants using about one 55-gallon drum a month, has been announced by Hoyt Manufacturing Corporation.

The Model 1, added to the larger Models 4 and 8, completes a full range of Hoyt units to reclaim perchlorethylene vapors. According to the manufacturer, the unit effects the savings of 50-75 percent and gives complete freedom from odor. The units are said to be attractive as well as efficient, and have the Hoyt compact cabinet design.

For literature write Hoyt Manufacturing Corporation, Westport, Mass.

PEOPLE AND PLACES

SOUTH WEST



A commercial laundry will be opened in a 2,000-foot expansion currently under construction at Model Cleaners, 8655 Florence Ave., Downey, Calif. N. E. Sfik is the owner.

Mr. and Mrs. Seth Dahn have announced plans to open a new

Two-in-One Floor Unit



A floor machine that combines both scrub-shampooing and vacuuming functions in one unit has been announced by Clarke Floor Machine Company. The machine is designed for use on upholstered furniture, carpeting and automobile interiors.

The new Upholstery Shampooer-Vac, weighing only 38 pounds, is portable, with a 30-foot No. 16-3 nonmarking, rubber-covered cord permitting a wide range of operation. Hoses carrying foam shampoo to the brush head are of vinyl plastic, 10 feet long, and equipped with snap-on fasteners for easy attachment and removal.

The shampoo brush, 3½ inches in diameter, is nylon-filled fiber and weighs only 2 pounds. The tanks are of stainless-steel construction, the top castings polished aluminum alloy.

The company says the vacuum motor is the only moving part and elimination of a pump in the dual unit practically does away with down time.

More information is available from Clarke Floor Machine Company, 30 E. Clay Ave., Muskegon, Mich.

drycleaning plant, Dahn's Cleaners, in Mesquite, Tex.

De Luxe Cleaners and Laundry has been established at 119 N. Indian Ave., Palm Springs, Calif. Owner-operator is Jack Ehrlich, who reported that the new plant, which features a

free booklet shows you

HOW TO BE A DYEING EXPERT

Drycleaners who use Almore not only get dyeing that satisfies and holds customers, but also get a measure of technical help that makes dyeing the easiest, surest and most profitable service you can offer.

Doubtful about taking a cashmere sweater? Almore customers take them with confidence.

Can a cashmere coat be dyed safely? A wool knit suit?

Can drapes be dyed and made flame retardant?

The answer is yes, yes, yes, when dye work is sent to Almore.

Almore has a printed guide that will help you and your employees in the handling and acceptance of dye work. It's free on request—ask for it.

Send all garments and household goods for dyeing to:

ALMORE DYE HOUSE

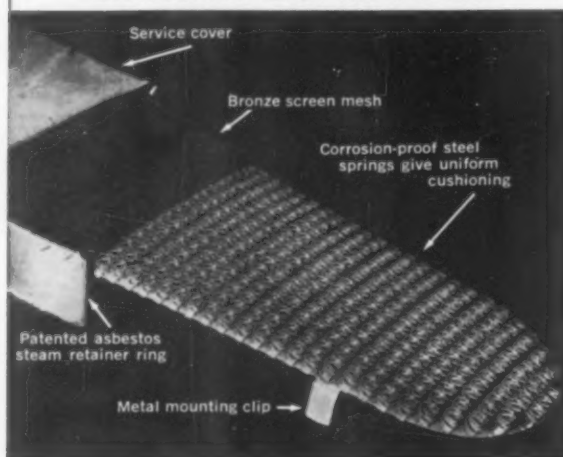


DYEING is our **ONLY** Specialty
4412 Wentworth Ave.,
Chicago 9, Ill.
Leon Teichner, President

Continuously in business since 1919

... the dyeing name of undying fame

LIFETIME GUARANTEE



ZEIDLER "Perma-Pad"

Spring Cushion for Drycleaning Presses
Permanently resilient—can't bake or pack down!

Easily installed — economically priced

Write for literature

ZEIDLER Manufacturing Co., Inc.
633 Concord Avenue, Mamaroneck, N. Y.

waterfall in the call office, is the forerunner of a new desert area cleaning-laundry chain.

Mr. and Mrs. Frank L. Hoot are the new owners of La Porte (Tex.) Cleaners, 301 W. Main St. The former owner was Walt Baumbach.

Henry Slaton, operator of a drycleaning concern at 406 Park Ave., Orange, Tex., has leased space in the MacArthur Drive Shopping Center. The new branch will include a self-service laundry.

A drive-in addition at Bell (Calif.) Cleaners, 4555 E. Gage Ave., was opened recently in a ribbon-cutting ceremony, attended by Chamber of Commerce President Ken Bush and Bell Mayor P. A. Yertan.

Mr. and Mrs. Ray Miller, owners of Paragon Cleaners in Exeter, Calif., have purchased Woodlake Cleaners from Ted and Lillian Johnson.

Mr. and Mrs. James Tsanlitas recently completed a building at 3926 E. Indian School, Phoenix, Ariz., which will house Katchina Cleaners and Laundry. The firm will be operated by their sons, Dean and Perry Tsanlitas.

Philip Gandy has purchased Perfecto Cleaners, Woodville, Tex., from Sam Tubb. Mr. Gandy has operated a similar establishment in Hemphill.

Markee Cleaners, 2370 S. Robertson Blvd., Los Angeles, Calif., has been remodeled, owner Emery Hold reports.

Mr. and Mrs. W. F. Mills recently celebrated the grand opening of Mills Dry Cleaning and Laundry in its new location at 220 S. Circle Dr., Arlington, Tex.

A storage vault has been added at Gwynne's Cleaners, N. Highway 51 and Lee St., Hereford, Tex.

Holiday Cleaners has been opened in the new Kiest-Polk Village Shopping Center, Kiest Ave. at Polk St., Oak Cliff, Tex.

Lloyd Naccarato and Dick Brown have purchased Deluxe Cleaners, 131 E. First St., Salida, Colo., from Burt Fox.

Hudson Cleaners, formerly Cooper's Cleaners, has been opened at 30 Tamalpais Dr., Corte Madera, Calif., by Mr. and Mrs. Murray Hudson, who acquired the business from Harry N. Cooper.

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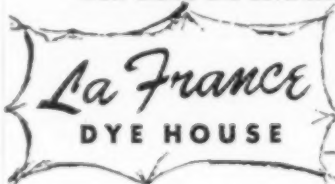


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NORTH CENTRAL



Davis Towne and Country Cleaners has been opened at 840 N. Clinton St., Defiance, Ohio, by Merlyn Davis.

Don and Donna Traver have opened One-Hour Martinizing Dry Cleaners on E. Jefferson, Grand Ledge, Mich. They also operate a drycleaning business in Charlotte.

A grand opening has been held for the newest in the chain of Leader Cleaners stores, at 6022 W. Belmont, Chicago, Ill. Leader has 131 stores and two plants.

A One-Hour Martinizing plant has been opened on S. Sandusky Ave., Bucyrus, Ohio, by Cleve Simpson, Raymond Bladow and Harry Bozarth.

Neil Churchill has purchased Humphries Dry Cleaners, Oxford, Mich., from Tom Humphries. Mr. Churchill will be assisted by his mother.

Blair Dry Cleaning Co., Youngstown, Ohio, has opened its eleventh branch, at 3310 Mahoning Ave. Earl Blair is president of the firm.

Olivet (Mich.) Cleaners has installed laundry equipment, according to an announcement by Ross Gibbs, owner.

William Hugo Spencer has added new equipment in his drycleaning plant at Newton, Ill.

Bahle's Civic Park Cleaners, 2411 Dupont St., Flint, Mich., has added a storage vault.

Aaron Gurwin, owner of Aaron's Dry Cleaning Co., Columbus, Ohio, has announced the opening of a branch at 3252 Cleveland Ave.

William Wade, who recently purchased Neoga (Ill.) Cleaners, has installed new equipment.

Olde Towne Cleaners, Inc., 1953 Maple Ave., Zanesville, Ohio, has installed new equipment at its branch in the Country Fair Shopping Center. Frederick J. Frick, owner, a graduate of the NID, is a sectional vice-president of the Ohio Drycleaners Association.

LaFrance Dry Cleaners will occupy a store in the Southgate Shopping Center to be constructed on Route 79, Newark, Ohio.

The closing of **Summit Cleaners**, 800 W. 39th St., Kansas City, Mo., has been announced

by John H. Richa, founder, who plans to retire.

After leasing their building at 11 Wood St., Niles, Ohio, for five years, Don and Mary Thomas will again take over their Exclusive Cleaners.

Allston E. "Bill" Reeves has purchased Frederic (Wis.) Indianhead Cleaners from Milt Hunnicutt. Mr. Hunnicutt has purchased a drycleaning plant in Red Wing, Minn.

De Luxe Cleaners, Madrid, Iowa, has been purchased by Randall Hirsch from Mr. and Mrs. Bob Gronwall.

new Pony Village development, Coos Bay, Ore.

Lake Grove (Ore.) Cleaners has been purchased by James Gustafson, son of Gus Gustafson, owner of Eastside Cleaners at Portland.

New equipment has been installed at Cook's Cleaners, Beaverton, Ore., operated by Roy Koch.

Mastercraft Cleaners, Bend, Ore., owned by Avery Grimsley, has moved to a new location.

NORTH WEST

Owl Cleaners, 12325 S. E. Powell Blvd., Portland, Ore., is now operated by Robert Clark.

Evelyn Tilden has purchased the interest of her partner, W. F. McWilliams, in Capital Cleaners, Bend, Ore.

Chuck's Dry Cleaners, owned by Charles Musiel, has been

moved into new quarters at Main and First Sts., Orofino, Idaho.

An addition has been constructed adjacent to Miller's Cleaners, Portland, Ore., to house a coin-operated laundry.

Wardrobe Cleaners is among the firms to be housed in the

The one-story building at 812 N. Easton Rd., Oreland, Pa., has been leased to Valet Rapid Cleaners, Inc.

Jack Golob has been elected vice-president of Kase Cleaners, Inc., 227 Nassau St., Princeton, N. J., it was announced by Percy Klatskin, president.

Capitol Valet Cleaners, 1827 Willow Ave., Weehawken, N. J., was partially destroyed by fire.

A trade name, **Hamilton Tailors & Cleaners**, was filed for a cleaning establishment at 14 Hamilton St., Somerville, N. J., by Dominick B. Tomaro and Vincent J. Morano.

A drycleaning plant and shirt laundry, **Kem Cleaners, Inc.**, has opened at 192 Erie Blvd., Albany, N. Y. Herman Stall is president and Emmett Dufresne manager of the new business.

Gerald Rubenstein has been named vice-president of Crandall-McKenzie Dry Cleaners, Inc., 7025 Chaucer St., Pittsburgh, Pa. He will be in charge of plant operation.

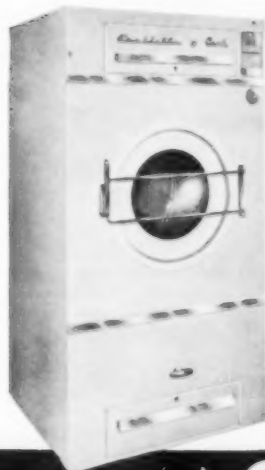
Topps Cleaners, Inc., Hackensack, N. J., plans to open a branch in River Edge to include a coin-operated laundry. The firm, headed by Ivan and Sol Grossman, has other locations in Teaneck, Fair Lawn, Passaic and New York.

WASHERS • EXTRACTORS • DRYERS

MORE PROFITS FROM YOUR SHIRT LAUNDRY OPERATION WITH LAUNDRY EQUIPMENT by COOK



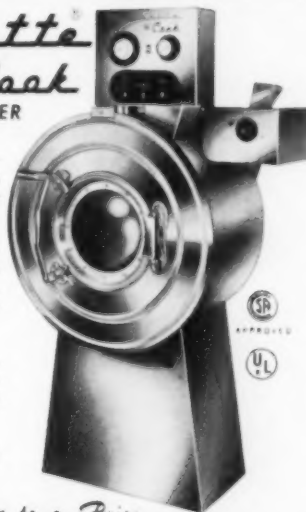
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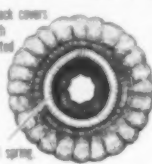


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Front & back covers button with heavy knitted yarn.



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#1-1/2 to 1"	\$2.05	#4-1 1/2 to 2"	\$3.15
#2-3/4 to 1 1/4"	\$2.55	#5-2 to 3"	\$3.65
#3-1 to 1 1/2"	\$2.85		

Prices on larger protectors on request

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Your contributions are used to prevent the spread of TB through

- ... health education
- ... case finding
- ... rehabilitation
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Mrs. Eva Marquis and her son, Rene, recently opened Marquis Cleaners in its new quarters, 26 Hersey St., Salem, Mass. Councilor George W. Marquis and Rep. Thaddeus Buczek attended the official opening.

Royl Cleaners, 430 Federal St., Greenfield, Mass., has added a storage vault.

The opening of Peerless Cleaners, 697 Bridgeport Ave., Milford, Conn., has been reported by Joseph Franklin.

Imperial Cleaners, Liberty St., Asbury Park, N. J., has been granted a variance to operate a drycleaning establishment at 254 Broadway.

Installation of new equipment was included in the expansion program at Society Cleaners, 216 S. Fourth St., Hamburg, Pa., according to Ralph Bender, co-owner.

F & F Dry Cleaners and Shirt Launderers, 120 W. Tenth St., Tyrone, Pa., held a grand opening recently in its new and modern plant. The firm was founded in 1896 in Altoona and moved to Tyrone in 1920.

Vogue Cleaners, Plainfield, N. J., has established its own shirt laundry, to service all seven stores of the firm's chain.

Specialty Cleansing Co., 523 Eaton St., Providence, R. I., has added a storage vault.

SOUTH EAST



The remodeled and modernized Royal Cleaners held its grand opening recently at 35 W. Broad St., Greenville, S. C. The owner is D. J. Touchberry.

Fiesta Cleaners has been opened at 1728 Duke St., Alexandria, Va. The establishment is a unit of the 14-branch Official Cleaners.

Huntsville (Ala.) One-Hour Cleaners, 410 Madison St., S., has added a brick front, according to Robert Brown, plant manager.

Cecil Johnson has assumed duties as partner in Miller Dry Cleaners, Glasgow, Ky.

A waiver has been granted Spotless Dry Cleaning Co., Dothan, Ala., to construct a self-service laundry and pickup station on Montana and Burdeshaw Sts.

Crown Dry Cleaners of Birmingham, Ala., has opened a branch in the Midfield Park Shopping Center. The firm has four other locations and is owned by NID graduate W. A. (Bill) Yates.

DOMINION of CANADA



Haliburton Dry Cleaners and Laundry, Lindsay, Ont., has been sold to Ted Harding by Phurness Watt.

by fire. George and Raymond Lahaie are owner and operator respectively.

Harold Pike has opened a cleaning and laundering establishment at Jarvis St., Fort Erie, Ont.

Embassy Cleaners will be one of the tenants of a new shopping center, Cedarbrae, Lawrence Ave. E. and Markham Rd., Toronto, Ont.

A new drycleaning and shirt laundry plant, Page the Cleaner's Drive-In, has been opened on Jasper Ave. and 96th St., Edmonton, Alta., as the third Page plant in the city. Michael Starko is president of the company.

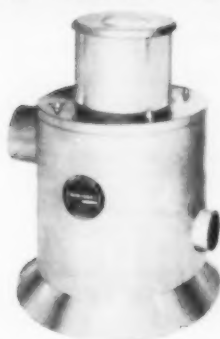
Ron Leeson has announced that a branch of Unity (Sask.) Dry Cleaners will be opened in Lusseland.

A frame building occupied by Riverside Cleaners, Rosemere, Que., was completely destroyed

Swain's Cleaners and Launderers Ltd. of Haney, B. C., has opened a branch in the new Plaza Shopping Center on New McLellan Rd. in Langley. The firm also owns and operates Valley Linen Supply.

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GROSS STAR AIR VAC



- Serves 1, 2 or 3 presses.
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Valetor Drive-In Dry Cleaners has been opened in its new location at 5405 W. Boulevard, Kerrisdale, B. C. Les Simmers is the owner.

Art's Cleaners, Vermilion, Alta., owned by Art Morgan, has installed new drycleaning equipment.

An official opening was held recently by Cyril Gallant, proprietor, at Souris (P.E.I.) Cleaners in its new building, located on Main St.

An official opening was held recently by Lux Cleaners in its modern new premises at 1436 102nd Ave., Dawson Creek, B. C. The business is operated by Frank Yee and his twin sons, Norman and Dick.

New drycleaning equipment has been installed at Nu-Tone Dry Cleaners, Biggar, Sask.

Steve and Doris Shaw have disposed of their interests in Amherst Cleaners, located in Amherstburg, Ont.

OBITUARIES

Monta M. Hampton, 64, owner of Primo Wholesale Dry Cleaning Company, Dallas, Texas, died recently at his home. Survivors include his wife, son and daughter.

T. Barnes Johnson, 63, president of T. Barnes Johnson, Inc., drycleaning and laundry equipment agency in Houston, Texas, and known to his many friends as "T-Bone" Johnson, died on September 24. A native of Atlanta, Georgia, Mr. Johnson started out in the field with the American Laundry Machinery Company more than thirty years ago. He was later associated with Butler Manufacturing Company and Hugh Henderson Company in Houston. He joined Hammond Laundry-Cleaning Machinery Company in 1952 as a field engineer; and in 1957, with the Hammond line, he established his own distributor business in Houston. Mr. Johnson was a member of Temple Lodge No. 4 A.F.&A.M. Survivors include his wife, mother, son and daughter.

Gershen H. Likerman, 65, former president of National Dry Cleaners, Cincinnati, Ohio, died recently. Surviving are his wife, son and daughter.

Gould Olivastri, 52, secretary of Ontario Dry Cleaners and Dyers Ltd., London, Ontario, Canada, died recently. Surviving are his wife, mother and three brothers.

Bernard Sirotta, 84, co-founder of Bernard Sirotta Company, Brooklyn, New York, manufacturer of fur cleaning and storage chemicals, died recently. Mr. Sirotta was senior member of the firm, which he and his father founded over 65 years ago. His sons, Milton and Edwin, are continuing the business. Others surviving are his wife and daughter.

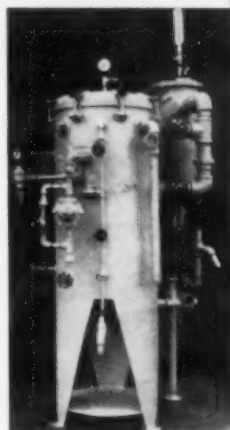
Continued on page 118

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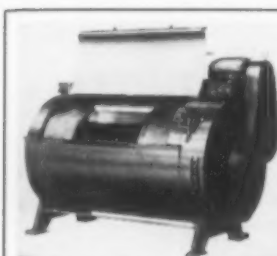
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DRY CLEANING,
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Model: "Buckeye"—American Laundry Machinery Co. Serial: 242M-2146. Capacity: 105 pounds (dry wt.). Size: 54" long—36" in diameter. Power: Individual motor driven. READY TO OPERATE—JUST INSTALL HOOK UP AND RUN. Can be used by any Dry Cleaner using Petroleum equipment. This machine is brand new, never been touched, still in original crate.

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5 large buttons wrap for less than 1c

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Continued from page 117

George Pinkney Smyre, 60, owner and manager of North Newton Dry Cleaners, Newton, North Carolina, died recently. Mr. Smyre is survived by his wife and son.

Charles V. Weden, 62, salesman for Caled Products Company, Inc., of Brentwood, Maryland, died unexpectedly on September 21 in Connecticut. Mr. Weden had been associated with Caled for over twenty-five years, and covered the New Jersey and Connecticut territory.

ANNUAL CONVENTIONS

November 7 and 8—Cleansing Plant Owners of Massachusetts, Bradford Hotel, Boston.

November 13 and 14—Oregon State Dry Cleaners Association, Umpqua Hotel, Roseburg.

November 20, 21 and 22—Illinois State Dry Cleaners Association, Pere Marquette Hotel, Peoria.

November 21, 22 and 23—Ohio Drycleaners Association, Sheraton Gibson Hotel, Cincinnati.

December 4, 5 and 6—Michigan Institute of Drycleaning, Detroit-Leland Hotel, Detroit.

December 5 and 6—Wisconsin and Upper Michigan Drycleaning Institute, Schroeder Hotel, Milwaukee.

1960

January 16 and 17—Minnesota Institute of Laundering and Cleaning, Inc., Hotel St. Paul, St. Paul.

January 21, 22 and 23—Texas Laundry and Dry Cleaning Association, Austin.

January 23 and 24—Oklahoma Association of Drycleaners, Skirvin Hotel, Oklahoma City.

January 29, 30 and 31—Louisiana Laundry and Cleaners Association, Bentley Hotel, Alexandria.

January 29, 30, 31, February 1 and 2—National Institute of Rug Cleaning, Conrad Hilton Hotel, Chicago.

February 6 and 7—New Jersey Laundry and Cleaning Institute, Essex House, Newark.

February 6 and 7—Utah State Cleaners Association, Hotel Utah, Salt Lake City.

February 12, 13 and 14—Iowa-Nebraska Drycleaners Associations, Omaha.

February 22 and 23—National Institute of Drycleaning, Chicago.

February 24, 25, 26, 27 and 28—American Institute of Laundering, Conrad Hilton Hotel and International Amphitheatre, Chicago. With exhibit.

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10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

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For sale: In central Michigan, modern cleaning plant with shirt laundry. Gross last year \$75,000. Long-term lease and will sell building with business. For further information. ADDRESS: Box 8831, NATIONAL CLEANER & DYER. -2

Beautiful solvent plant, fully equipped to do \$100,000 business a year. All equipment in excellent condition. Plant is of brick construction with two-car garage. 1954 Chevrolet station wagon driven 25,000 miles. Established thirty-two years, doing \$25,000 business annually. All cash-and-carry with one outlet. Under doctor's orders I must retire. Will sacrifice business for \$10,000. Real estate—will sell or rent to suit. Don't do anything until you investigate this lifetime offer. Contact owner, Leo R. Arlen, c/o Tip Top Cleaner, 580 St. James Avenue, Springfield, Massachusetts. 8879-2

Complete solvent plant, two presses. Well-established business, grossing \$18,000. Can be increased. \$7,000 total, 50% down, balance on terms. ADDRESS: Box 8903, NATIONAL CLEANER & DYER. -2

Well-equipped Mercury solvent drycleaning plant. Ideal for couple. Cash-and-carry business. Fred Soricone, 210 Fifth Street, West, Billings, Montana. 8904-8

For sale—Modern well-equipped solvent plant in southwestern Idaho. Doing \$20,000 gross. Volume could be increased. Good lease on building. Price \$15,000. ADDRESS: Box 8905, NATIONAL CLEANER & DYER. -2

Beautiful Chicago suburb. All cash-and-carry. No routes. One year old. \$14,000 net profit per year. Equipment and layout have three times present volume potential. \$12,000 to handle. Priced to sell. 739 S. Princeton, Villa Park, Illinois. 8907-2

Central California: Complete synthetic drycleaning plant. Prosperity unit, all equipment in excellent condition. Top location. Top prices \$1.65 and 85¢. Best shop in town. Gross nearly \$20,000 cash-and-carry. Growing yearly. Price \$18,000. 139 N. Center, Turlock, California. A plant to be proud of. 8908-2

Northern Arizona—Complete solvent plant, ideal for working man and wife, or partners. 1958 gross \$26,000, 1959 continuing the same. Selling price \$15,000, one-half down, or \$14,000 cash. Owner-owned building. Wonderful year-round dry climate. Wish to retire. ADDRESS: Box 8940, NATIONAL CLEANER & DYER. -2

Synthetic plant for sale, complete. Cash-and-carry. Established 10 years. Niagara Frontier New York State. \$6,000 cash. Write for details. ADDRESS: Box 8944, NATIONAL CLEANER & DYER. -2

San Francisco, 20 miles south. Modern drive-in solvent plant. Drive-in service bar. Prices \$1.75 - 95¢. Equipment first class. Volume \$40,000 year. Price \$26,500 plus inventory. Terms, 1/3 down. ADDRESS: Box 8959, NATIONAL CLEANER & DYER. -2

California. Modern cleaning plant with shirt laundry. Volume \$75,000 yearly. 115 miles from Los Angeles, town 125,000. Fine corner location. Owner ready to retire. Will sell the property with business. For further information ADDRESS: Box 8960, NATIONAL CLEANER & DYER. -2

WELL EQUIPPED SOLVENT PLANT, LOCATED IN FLORIDA. DOING APPROXIMATELY \$75,000 GROSS. SET UP TO HANDLE \$125,000.—100 LB. WASHER-EXTRACTOR. PRICE \$40,000—\$35,000 CASH HANDLES. ADDRESS: Box 8964, NATIONAL CLEANER & DYER. -2

CLEARWATER, FLORIDA. Best town on the west coast of State. Complete SOLVENT PLANT. Gross \$50,000 per annum, with much higher potential. 70% of volume Cash and Carry. Land, building (2275 sq. ft.), complete equipment, 2 trucks, \$3,000 Neon sign included. Price \$55,000. Write Dan Illey with TITZEL REALTY, REALTORS, P. O. Box 1207, Clearwater, Florida. 8965-2

WELL ESTABLISHED LAUNDRY & DRYCLEANING PLANT, located Bedford, Indiana—population 20,000. Average gross past 5 years \$75,000. Building and equipment first class condition. New boiler. Modern 2 room apartment. No indebtedness on property. Will sacrifice, substantial down payment, balance terms. Contact Stanley Campbell, 730 Fifth Avenue, New York City—Tel. CI 5-7879 or T. L. Montgomery, Bedford, Indiana—Tel. BR 5-4481. 8966-2

Two complete synthetic cleaning plants, four main thorough locations in Eastern Penna., gross sales \$100,000 showing larger than national average net profit, all cash and carry. Reason for selling—other interests. Priced to sell, will finance reliable party. Required down payment \$10,000. ADDRESS: Box 8967, NATIONAL CLEANER & DYER. -2

Yuma, Arizona: Well equipped plant 50¢ Hoffman Synthetic Unit. Equipment only 5 years old. Price \$20,000. Write Dan Stutsman, P. O. Box 1923, Yuma, Arizona. 8968-2

Well equipped New Jersey solvent drycleaning plant, 15 miles from New York City. Capacity \$5,000 in a 40 hour week. Location on busy thoroughfare permits operation around the clock. Present volume \$40,000. Business, equipment, building (5,000 sq. ft.) \$65,000. Without building—\$35,000. ADDRESS: Box 8969, NATIONAL CLEANER & DYER. -2

IOWA'S MOST BEAUTIFUL SYNTHETIC PLANT, PLUS PROFITABLE SIDELINES—PILLOW MACHINE: RUG CLEANING: FUR STORAGE. MODERN EQUIPMENT, GOOD LOCATION IN IOWA'S BEST TRADE TERRITORY. ONE-THIRD CASH—BALANCE \$1,000 YEARLY PLUS INTEREST. ADDRESS: Box 8970, NATIONAL CLEANER & DYER. -2

Beautiful package plant, 18 months old in Northern California, doing \$1,000 per week cash and carry at the highest prices in the country. A couple can pay for it out of profit in 24 months and still have plenty to live on. This plant will double its volume in the next 24 months. \$20,000 down will handle. Write to Box 8971, NATIONAL CLEANER & DYER. -2

For Sale—Mercury solvent drycleaning plant, \$15,000. Grossing \$25,000 yearly. Located in central Illinois. Write for further information. ADDRESS: Box 8972, NATIONAL CLEANER & DYER. -2

Cleaning Plant and Shirt Laundry—gross \$100,000 yearly. Twelve miles from San Francisco in fast-growing town of 25,000 pop. \$65,000—\$25,000 down, long lease. ADDRESS: Box 8973, NATIONAL CLEANER & DYER. -2

FABULOUS LAS VEGAS—Owner retiring. ALL modern synthetic plant including boiler, presses, Stor-U-Veyor, etc. Excellent drive-in location, good lease, wonderful climate, fast growing city, grossed over \$40,000 first eight months of 1959. \$55,000—29% cash. Address: 8255 Compton Avenue, Los Angeles 1, California. 8974-2

Best Synthetic Plant, Northern Arizona. Drive-in. No parking problems. Santone Franchise, Detrex equipment, Elrod sliderial system. \$35,000 i.p. \$16,000 down. ADDRESS: Box 8975, NATIONAL CLEANER & DYER. -2

CALIFORNIA—Fifty miles from San Francisco, gross \$30,000 first year. Strictly cash and carry, no truck. Base price \$1.65. Man and wife operation. Complete new plant. Prosperity cleaning unit and 845 press. White Stor-U-Veyor with dial, rails and installation by a professional. Hot, center of town location. Santone. Low rent, long lease—will take \$15,000 to handle. Write Box 8976, NATIONAL CLEANER & DYER. -2

Northwest Kansas. Fully equipped plant, Stoddard solvent, storage vault. Gross \$12,000. Price \$7,500. ADDRESS: Box 8977, NATIONAL CLEANER & DYER. -2

CLEANING PLANTS FOR SALE (Cont'd)

NORTHWESTERN ILLINOIS—well equipped solvent plant, established 27 years. Gross \$40,000. New building, corner location, ample parking. \$20,000—one half down. Terms on balance. Long lease, or will sell building. **ADDRESS:** Box 8990, **NATIONAL CLEANER & DYER.** -2

Modern well-equipped solvent plant in gold coast of Florida. Doing average yearly volume of \$30,000 gross. Could be increased by starting Pick-up and Delivery Service. Good lease on store in Food Fair Shopping Center. Price \$20,000—one-half down, terms. Paragon Cleaners, 1326 N. Federal Highway, Delray Beach, Florida. 8997-2

NORTHEASTERN INDIANA. Modern Solvent Plant, grossing \$17,000—could increase with pick-up truck. Plenty of equipment to handle increase. **NO COMPETITION** in city of 2,000. Home, block plant building, parking area. Price \$21,500, Sarber Cleaners, 110 N. Green St., Butler, Indiana. 8998-2

BUSINESS OPPORTUNITIES

PRESSER. FOR RETAIL QUALITY PLANT LOCATED IN CALIFORNIA. EXCELLENT OPPORTUNITY TO GET HIMSELF ESTABLISHED IN BUSINESS WITHOUT INVESTMENT. FOR FURTHER DETAILS WRITE TO BOX 8961, NATIONAL CLEANER & DYER. -11

PARTNER WANTED

PARTNER WANTED. Younger man with thorough knowledge of cleaning business. Well-equipped, medium-size plant. Located in Florida. Doing approximately \$75,000 yearly. \$30,000 for full half interest. Complete information and pictures on request. **ADDRESS:** Box 8911, **NATIONAL CLEANER & DYER.** -9

CONSULTANTS

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTEVILLE, VA.** 6040-25

LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE, 53 Auburn St., Concord, N. H.** 3635-25

SALESMEN-DISTRIBUTORS WANTED

WANTED:—ALIVE SALESMEN . . . Leading Specialty House has several openings for full or part time salesmen. Ideal sideline for chemical or machinery salesmen . . . High Commissions . . . Protected Territory . . . Excellent fast selling products. **ADDRESS:** Box 8819, **NATIONAL CLEANER & DYER.** -14

DRYCLEANERS! GET 2 FOR 1! Add a profitable service to your present business and get individual identification with an outstanding nationally advertised trademark that will serve your present business as well. Package promotion including TV and radio commercials. \$3,500 to \$8,000 investment required. Terms available. Unlimited potential in on-location carpet and furniture cleaning service field. Experience helpful but not necessary. Will train. Exclusive territories open. **WRITE.** Give references, background, qualifications. **MAGIKIST SERVICE CORP., Dept. D., Attn: Carl V. Hage Associates, 750 S. Cicero, Chicago 44, Illinois.** 8870-14

RESIDENT SALESMEN who are now selling supplies to Drycleaning Distributors. Our unique commission arrangement means that a good salesman can expect added income on very first calls. See our advertisement on page 87. Call or wire today. Gary Kagan, Exclusive Sales Corp., 8981—15th Avenue, Brooklyn, New York. DEwey 1-5300. 8989-14

SALESMEN, PART-TIME: We need several men (no age preference) to call on cleaners with our topnotch line of sewing supplies and specialty items. High commissions, protected territories. Write, giving experience, references, etc. **ADDRESS:** Box 8954, **NATIONAL CLEANER & DYER.** -14

HELP WANTED

Manager with previous ownership experience and desire for future ownership in modern medium-size drive-in drycleaning plant. Located in suburb of Washington, D. C. Good pay plus bonus. **ADDRESS:** Box 8882, **NATIONAL CLEANER & DYER.** -7

WANTED: MAN AND WIFE WITH ALL-AROUND EXPERIENCE, QUALITY PRESSING, ETC. GROWING MODERN RETAIL SYNTHETIC PLANT IN SAN FRANCISCO. TOP SALARY PLUS THIRD INTEREST. OPPORTUNITY OF LIFETIME FOR QUALIFIED COUPLE DESIRING TO GET AHEAD. REFUNDABLE \$2,500 CASH BOND REQUIRED. ADDRESS: Box 8930, **NATIONAL CLEANER & DYER.** -7

HELP WANTED (Cont'd)

ASSISTANT DRYCLEANING MANAGER. N.I.D. Graduate or equal experience: \$125.00 per week. Must be flexible, systematic, and have good understanding of "human relations" methods. Send resume to Employee Relations Office, Palace Quality Inc., 12000 Cloverdale, Detroit 4, Michigan. -7

SUPPLY SALESMEN: Nearly every business needs our Employee House Organ. You receive repeat commissions automatically every month from every sale. Luther Kohr Enterprises, Morrisville, Penna. 8984-7

Laundry and Drycleaning Superintendent for quality plant in Midwest. Approximately 30 productive employees. Must be fully experienced in cost and quality control, employee relations and training. Excellent salary plus realistic bonus and many benefits. Opportunity to become permanently associated with old established plant under young progressive ownership. Please give full details in first reply. ADDRESS: Box 8995, **NATIONAL CLEANER & DYER.** -7

Quality male presser and wife for permanent work. State salary. Michael James Cleaners, West Union Avenue, Bound Brook, N. J. Telephone: EL 6-2424. 8986-7

SITUATIONS WANTED

Experienced spotter would like position as cleaner, spotter, in small to medium-sized plant that has washer-extractor unit. Have managed plants, sober, family man. Something secure, permanent. **ADDRESS:** Box 8714, **NATIONAL CLEANER & DYER.** -5

Experienced silk and wool spotter. Quality work, sober and reliable. Married and desires a steady position in Los Angeles area. Understand all phases of operation including maintenance. Am able to produce, 15 years in the field. **ADDRESS:** Box 8890, **NATIONAL CLEANER & DYER.** 8890-5

Quality spotter. NID graduate. 30 years experience in all departments and equipment maintenance. **ADDRESS:** Box 8927, **NATIONAL CLEANER & DYER.** -5

Working superintendent for drycleaning plant with 14 years experience, age 32. Good references as to ability and habits. First-class silk and wool spotter. Permanent position desired only. 8805 West 2nd Street, Wilmington, Delaware. 8956-5

Experience 11 years. Operated own shop for eight years. General course N.I.D. 1949. Age 46. Would like position as working plant manager. Would like to locate on West Coast, north of San Francisco or north-west of Denver. **ADDRESS:** Box 8978, **NATIONAL CLEANER & DYER.** -5

WORKING MANAGER A-1 spotter, University graduate. 25 years top flight experience in quality or production plant. Expert on One-Hour service. New York State or Metropolitan area preferred. **ADDRESS:** Box 8979, **NATIONAL CLEANER & DYER.** -5

DRYCLEANING WORKING PLANT MANAGER—dependable, progressive with 15 years experience in cleaning, spotting, production, maintenance, sales promotion and management. Age 30. Prefer synthetic package plant in IOWA-MINNESOTA area. **ADDRESS:** Box 8980, **NATIONAL CLEANER & DYER.** -5

Expert spotter manager and former plant owner. Twenty-five years top flight experience from accounting office to boiler room. Well known and highly recommended. Prefer Florida area. **ADDRESS:** Box 8981, **NATIONAL CLEANER & DYER.** -5

Laundry and Drycleaning Manager. 20 years experience, married, sober. Can handle large volume. Will locate anywhere. **ADDRESS:** Box 8982, **NATIONAL CLEANER & DYER.** -5

MANAGER, EXPERIENCED in PETROLEUM and SYNTHETIC DRYCLEANING, QUALITY or QUANTITY PRODUCTION. Good organizer desires steady employment with reliable company, New York or nearest vicinity. Married, sober, age 46. **ADDRESS:** Box 8991, **NATIONAL CLEANER & DYER.** -5

Position as Supervisor, Office Manager, Bookkeeper of large plant and stores, desire LOS ANGELES area, 17 years experience, own station wagon, female, single, very reliable, can furnish best of reference. **ADDRESS:** Box 8992, **NATIONAL CLEANER & DYER.** -5

DRYCLEANING GENERAL PLANT MANAGER, heavy experience in all the phases of drycleaning, production and sales, desires position with reliable, progressive company in the Midwest or Eastern states. Age 46, married, childless. **ADDRESS:** Box 8915, **NATIONAL CLEANER & DYER.** -5

SITUATION WANTED (Cont'd)

MR. MANUFACTURER—AVAILABLE AT ONCE, SEASONED, MATURE, TOP-NOTCH EXECUTIVE SALES PERSONALITY. SALES, TECHNICAL AND PRODUCTION EXPERT ALL PHASES LAUNDERING AND DRY-CLEANING. EXCELLENT NATIONWIDE JOBBER AND PLANTOWNER RELATIONS. MINIMUM CONSIDERATION \$15,000, PLUS. ADDRESS: Box 8993, NATIONAL CLEANER & DYER. -5

Silk, wool spotter, experienced to give you high quality work and production. Sober, reliable, married man with fine educational background in cleaning industry, desires steady position with reliable concern. Synthetic or petroleum plant. Eastern States. ADDRESS: Box 8994, NATIONAL CLEANER & DYER. -5

Top-notch silk and wool spotter and drycleaner for quality synthetic or petroleum plant. Sober, efficient and reliable. Prefer New York or New Jersey. ADDRESS: Box 8995, NATIONAL CLEANER & DYER. -5

Package Plant Manager desires position in the West or Florida. Presently employed in the East. ADDRESS: Box 8996, NATIONAL CLEANER & DYER. -5

BUSINESS SERVICE

DIRECT MAIL ADVERTISING for cleaners that gets new business at low cost . . . reactivates old customers. Write for free samples of famous Kolorcards. Reba Martin, Inc., 4201 N. W. 2nd Ave., Miami 37, Fla. 5947-10

Laundry lists—4 1/4" x 11" \$1.50 per 1,000 in 15,000 lots. White 16 lb. Bond. Park Printing, Pittsburgh 33, Pa. 8865-10

Suits double-breasted made single, \$9.95. Tailoring any kind by mail. Also booklet \$10. Talis, 11 Pleasant Street, Worcester, Mass. 8804-10

Suits (double-breasted) made single, \$9.95. Mail orders to White Swan Cleaners & Tailors, P. O. Box 8063, Jackson, Miss. 8919-10

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34 x 36" NYLON NETS ONLY \$13.50 PER DOZEN, FINEST QUALITY. SEND \$1.25 FOR SAMPLE NET. L. S. SUPPLY COMPANY, 211-57 18th AVENUE, BAYSIDE 40, N. Y. 8648-45

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LEARN TAILORING, REPAIRING, DESIGNING and CUTTING on men's and women's garments. (separate books.) Free booklets describing these books sent on request. Resident courses also. Master Designer, Dept. K, 400 S. State Street, Chicago, Ill. 5670-15

HUBBARD DRYCLEANING AND REDYEING SCHOOL, Route 3, Charlottesville, Virginia. Courses offered in drycleaning (petroleum and synthetic), spotting, wetcleaning and dyeing. Study while you work and do both to advance yourself. Catalog sent on request. A CORRESPONDENCE SCHOOL SERVING THE INDUSTRY SINCE 1932. 5902-15

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LEARN TAILORING, REWEAVING in one of America's finest tailoring schools. Empire Institute of Tailoring, 422-A East Fifth Street, Hazleton, Pennsylvania. 8841-15

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Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive DAVOTEX process. You will become a regular customer. C.O.D. CLEANING & DYEING CO., 1430 Harrison St., Davenport, Iowa. 4055-13

FROM OUT OF THE WEST, comes suede & leather work at its BEST. RICHARD KELLEY'S MEL-O-FLEX SUEDE & LEATHER REFINISHING SERVICE, 500 West Grand, Oklahoma City 2, Okla. Member N.I.D. and S.L.R.A. 8901-13

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Free illustrated catalog of supplies for cleaners, laundries, tailors and furriers. Write: P. Jackman & Sons, 921 Locust St., St. Louis 1, Missouri. 8920-8

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WIRE FORMS and ASSEMBLIES—Made to specifications—Write for our LOW PRICES TO: FASTFORM WIRE DIVISION, 6145 Carnegie Ave., Cleveland 3, Ohio. 8844-49

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REWEAVING, ONE-DAY SERVICE: Cigarette burns, moth-holes, tears, spots in clothes, linens, rugs, upholstery fabrics, like new. Small jobs returned same day. Send garments for estimate. **GIVE US A TRIAL.** You'll be amazed to see the difference between our work and what you've been getting. Established 1910. American Textile Weaving Co., 5 N. Wabash Ave., Chicago 2, Ill. 5516-29

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REWEAVING. Complete **SALES KIT FREE** including signs, advertising mats, instruction book, **PRICING CHART**, work tickets and envelopes at **NO CHARGE.** A prompt efficient **WHOLESALE** service at a **MODERATE COST.** We reweave the exact pattern in all fabrics. Our complete reweaving service will make you a satisfied, permanent customer. Send garment for estimate. Open accounts if desired. **MONEY BACK GUARANTEE. CINCINNATI REPAIR SERVICE,** 125 West 5th Street, Cincinnati 2, Ohio. 6066-29

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REWEAVING BY THE SUPERIOR FRENCH PROCESS. MOTH HOLES, BURNS, ETC., REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TO-DAY. R. M. WEISSERT, 315 NORTH 7TH ST., ST. LOUIS, MO. 5545-29

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We buy and sell complete drycleaning plants. Also have a complete line of up-to-date, rebuilt and new drycleaning equipment. Contact us for your machinery needs at bargain prices. **WILLIAMS LAUNDRY MACHINERY CO., INC., 37-37 9th Street, Long Island City 1, N.Y., Stillwell 6-6666. 8913-4**

One Hoffman Nu-Clean 60 lb. synthetic unit, 2-bath, complete with humidity controls. Also, one Hoyt 75 lb. recovery tumbler guaranteed perfect operating condition. \$3,800 complete. Nu-Method Cleaners, Inc., 1538 W. Ridge Road, Gary, Indiana. 8946-4

For sale. All my drycleaning equipment at a sacrifice, a Triplex machine and spinner, deodorizing cabinet, Hoffman press and boiler. Mrs. Fred J. Ferrin, 19 South Buffalo Street, Springville, New York. Phone LY 2-2916. 8987-4

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233)

SHOWING THE OWNERSHIP, MANAGEMENT AND CIRCULATION OF The National Cleaner & Dyer, published monthly at Lancaster, Pa., for October 1, 1959.

State of New York }
County of New York }

1. The names and addresses of the publisher, vice president, executive manager, general manager and editor are:

Publisher, The Reuben H. Donnelley Corporation, 305 East 45th St., New York 17, N.Y.

Vice President: Edward A. O'Rourke, 205 East 42nd St., New York 17, N.Y.

Executive Manager: Edward B. Wintersteen, 305 East 45th St., New York 17, N.Y.

General Manager: John J. Martin, 305 East 45th St., New York 17, N.Y.

Editor: Arthur F. Schuelke, 305 East 45th St., New York 17, N.Y.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as those of each individual member must be given.)

The Reuben H. Donnelley Corporation, 305 East 45th St., New York 17, N.Y.

Northern Trust Company, Chicago, Illinois, Trustee of Fund A under the will of Reuben H. Donnelley deceased.

The Northern Trust Co., David L. Harrington and Charles C. Haffner, Jr. as Trustees under agreement dated January 24, 1946, with Thorne Donnelley, Chicago, Illinois.

First National Bank, Chicago, Illinois, Trustee of Fund B under the will of Reuben H. Donnelley deceased.

Elliott Donnelley, Lake Forest, Illinois.

Elliott Donnelley, trustee under Gaylord Donnelley Trust Agreement, Chicago, Illinois.

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Albert M. Andersen, Flossmoor, Illinois.

Donald R. Arnold, New York, N.Y.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear on the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semi-weekly, and triweekly newspapers only.)

E. B. WINTERSTEEN,
(Signature of Executive Manager)

Sworn to and subscribed before me this 24th day of September, 1959.

WALTER H. FREDRICKS
Notary Public, State of New York
No. 41-639175
Qualified in Queens County
(My commission expires March 30, 1960)

Term expires March 30, 1960.

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The Customers Always Write

Next International Meet

To the Editor:

May I express our profound and sincere appreciation for your wonderful editorial in the August issue of the NATIONAL CLEANER & DYER magazine. "One World"—that is a befitting title for the wonderful editorial you wrote which expresses our concepts for international friendship, also.

In appreciation for the write-ups you had given us for the 1st International Drycleaners Convention held in Tokyo on June 24, 25 and 26, 1959, I am sending to you, by surface mail, a photo-album of the memorable convention.

I have received a letter from Mr. George Shepherd, executive secretary, California Drycleaners Association, stating that the 2nd International Drycleaners Convention would be held next June 5, 6 and 7, 1960, at Long Beach, California, according to plans now under consideration.

I shall be very happy if we may receive your kind assistance, again, in order to make the forthcoming 2nd International Drycleaners Convention another big success. Furthermore, if you may have suggestions for the next convention, we would be very pleased to receive them.

Here, in Japan, about twenty laundrers and drycleaners are planning to form a group in order to participate at the next convention.

As you have stated in your editorial, I believe that the days are not far away for the important role the future international drycleaning meetings will have to make it "one world."

MAKOTO IGARASHI
Member of the Japan
Steering Committee
Japan Dry Cleaning
Productivity Council
Tokyo, Japan

Solvent Selection

To the Editor:

It was with a great deal of pleasure and personal satisfaction that I read the well researched and well written article in the July 1959 issue, entitled: "Are You Getting the Best Results From Your Solvent?" by Art Schuelke.

As chemical manufacturers and distributors of perchlorethylene, our sales staff and myself have stated the following concept often to our customers:

"New solvent purchased from a manufacturer on the approved list of the National Institute of Drycleaning is pure, free of residual odor and, most important, it is fully stabilized. However, the stabilizers do degenerate after repeated distillations, steam sweeping and other devices used to capture solvent fumes."

In your article, you refer to the "two dangers that will cost more than you (the cleaner) will save." The dangers of moisture and solvent breakdown.

It has been our experience that most quality-minded cleaners recognize the dollar value of purchasing new solvent but that unless enlightened sources, such as your magazine, constantly confront them with the dangers and the false monetary "savings" inherent in the purchasing of reclaimed solvent, they may become tempted.

Although I agree with the sentiments voiced in your next paragraph, I must take issue with the last sentence. Your error here was not one of fact, but rather, an omission of fact. I refer to:

"Manufacturers recommend that to every gallon of solvent reclaimed from a muck cooker, for example, at least one to two gallons of new solvent should be added. Unless sufficient stabilizer is there, corrosion will surely take place. This is the reason we strongly advise you not to purchase reclaimed solvent. It is the reason I say stick to domestic brands of perc that are on the NID approved list."

Yes, stick to brands of perc that are on the NID approved list—by all means. But, your research should have told you that there is one, and only one brand of imported perc, Pechiney, manufactured in Paris, France, that also merits the approval of the NID.

The Pechiney factories, which serve to enhance the reputation and creative genius of its scientists and engineers,

are one of the leading industrial giants of France. They produce, for example, more than 80 percent of the aluminum of that nation. The business of this vast company, with its mines, laboratories, and vast electrolytic chlorine halls, always has been connected with the manufacture of chemicals.

I am sure that it was not your author's intention to overlook the recognition given by the NID to Pechiney perc, and sincerely hope that this oversight will be rectified in a future issue.

RICHARD MOSES
Director of Technical Information
Diamond Chemical Company Inc.
Bayonne, N. J.

Drycleaning Textbooks

To the Editor:

Please advise if you have any manuals on cleaning, pressing and dyeing and the price on such manuals, in lots of six (also individual price).

CARL J. HENRY, SR.
Goodwill Industries of
Greater Little Rock
Little Rock, Ark.

To the Editor:

We are trying to obtain for our patrons some practical and reasonably simple books on the principles and techniques of drycleaning. So far as ordinary book publishing channels are concerned, there appears to be a dearth of such books.

We have a 1935 book "Answers to 1001 questions on drycleaning, wet-cleaning, bleaching, finishing and miscellaneous" by the NATIONAL CLEANER & DYER, published by the National Cleaner & Dyer Corporation.

Does your magazine publish an up-to-date version of this book or any others about drycleaning? If you do, we will appreciate full buying information—author, title, date, price—of all such publications that are available.

M. S. ZIEGLER
Head, Science and Industry Division
The Public Library of Youngstown
and Mahoning County
Youngstown, Ohio

"Answers to 1001 Questions" has long been out of print. More up-to-date publications of this magazine and several associations are listed in our annual Guidebook issue.—EDITOR

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

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305 East 45th Street
New York 17, N. Y.

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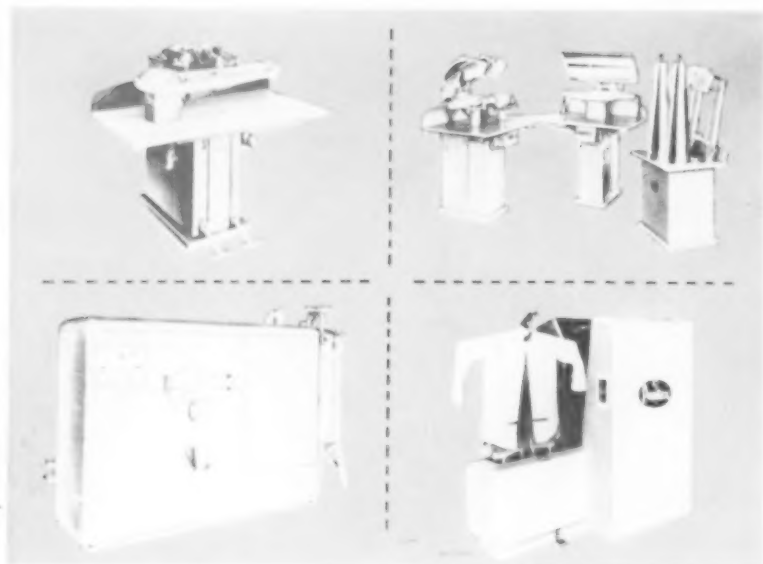
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